



## Licensing – The Stephen Key Approach

### David Fedewa

David Fedewa, a serial inventor and skilled licensing coach/mentor with the highly-successful Stephen Key Licensing company, [InventRight](#), will share:

Licensing vs Venturing

Licensing from the Inventors perspective

How you, as an inventor, can:

- Target companies

- Research products and the competition

- Market your product to licensees

- Protect your product idea

- Sell/Negotiate your licensing agreement

David uses a specific strategy to help bring his/inventors products to market. He leverages large companies distribution chains and their big check book to get his products sold all over the world.

David has licensed 5 of his own products ideas. His history and evolution of how he got to be an inventor has many twists and turns. After college, David developed all the skills necessary to license a product from understanding marketing, manufacturing, protection and patents, to sales and developing relationships with companies.

With InventRight, David has taught hundreds of students to successfully license their own products. He is now the negotiation coach at InventRight handling all students licensing agreements. He has the opportunity to see and negotiate hundreds of licensing agreements a year. Here is his most recent product that has just come out on the market. A beer pitcher that doesn't foam, <https://www.youtube.com/watch?v=CYvgG6094d0>.

If you are anticipating licensing a product, you definitely do not want to miss David's talk.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

## Wednesday, October 4, 2017

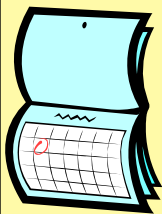
**5:30-6:30 Networking 6:30-8:00 PM - Presentation**

**San Antonio Technology Center**

**3463 Magic Drive**

(North of I-410 Between Callaghan and Fredericksburg Roads)

**Public Invited**



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

[www.alamoinventors.org](http://www.alamoinventors.org)

