



License It, Sell It or Build It: The Real Decisions Inventors Face Melanie Romero

Every inventor faces the same big questions: **Should I patent it? Do I need a trademark? And once it's real—do I license it, sell it, or build a business?** In this candid, real-world session, Melanie shares how she made these decisions with her latest invention, oktō—and how she's using AI as a powerful tool throughout the process.

You'll learn:

- How to evaluate whether a patent is worth the cost
- When a trademark can be more valuable than a patent
- The pros and cons of licensing vs. selling vs. building a brand
- How AI can accelerate product development, messaging, and go-to-market strategy
- Key lessons from both successes and missteps

Melanie presents in a casual, interactive style—encouraging questions and tailoring the conversation in real time to focus on what matters most to the audience.

Melanie Romero is a mechanical engineer, lifelong inventor, and Regional Sales Manager for Kinetrol USA, where she has spent over 25 years driving growth across the Western U.S. She has successfully brought multiple consumer products to market through retailers like Walmart, QVC, HSN, and Ace Hardware.

As the founder of okto, Melanie combines engineering, creativity, and real-world sales expertise to develop innovative products—including her latest patent-pending pickleball backpack designed for both sport and business use.

<https://oktogear.com>

<https://www.instagram.com/oktogear>

See www.alamoinventors.org to register for the Zoom presentation.

[Join/Renew](#) Alamo Inventors annual membership (\$25 Individual/\$95 Corporate). Thanks!



Wednesday, May 13, 2026

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

See Note Above.

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation 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

