



InventorServices.com

NEW PRODUCT/IDEA EVALUATION REPORT

DATE: January 9, 2004

INVENTION: Dust-Off Hand Pump

FOR: Mr. Ray Arjomand
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PROJECT # 1204-03

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1) PRODUCT LIABILITY

Our Board does not find any product liability issues to address with your Dust-Off Hand Pump as submitted. We find your invention to be very consumer friendly with little risk of injury. However, every consumer product must have liability insurance for the manufacturer's protection.

2) QUALITY OF INVENTION OR IDEA

We find the quality of this invention to be excellent for the following reasons (Note: our highest evaluation is excellent and our lowest rating is poor):

- a) There are many solutions to the problem of removing dust and other foreign matter from computers and other types of equipment such as battery powered mini vacuum (See Enclosure #1) and the condensed air can (See Enclosure #2).
- b) We find, however, that your Hand Pump is much more marketable for the following reasons if it works as you have designed it with enough air power to drive dust out of very tight areas of all types of equipment as you claim:
 - 1) Cost (retail price)
 - 2) Longevity (no refills)
 - 3) Environment friendly
 - 4) Multiple uses for dusting
- c) The two designs, Figure #1 and Figure #2, have been reviewed and we suggest that you chose one design and have a prototype made in order to demonstrate that the pump works efficiently and does a good job eliminating dust in hard to reach places such as a computer keyboard, etc.

3) SIMILAR PRODUCTS FOUND

We have conducted an Internet and retail store search and have found nothing on the market that relates to this type of invention, however, we always recommend a professional patent search prior to a patent application.

Ray, it looks like you have done your homework on this idea. We see that you have a provisional patent on this product, and this is good, but did you have a professional search conducted and a patent ability opinion from a patent attorney? Most novice patent searches miss things.

4) POTENTIAL MARKET

Our Board believes the potential market for this type of product is excellent with great marketability Worldwide. As you stated, there are one half billion computers in the world. Even if you were to sell only 10% of the computer user market would make this a super consumer product. As you know, there are many other markets you can enter with this type of product, i.e. auto, boat, etc. We believe the two major positive issues you have with this product is retail price and environment friendliness. We will expound on these two issues in the marketing section of this report.

5) FUNCTIONALITY OF YOUR PRODUCT

After reviewing your drawings, your two models appear to be functional and will work. However, will they? It is important for you to build a working prototype of one of these two models and prove without any doubt that the system works and works efficiently. With so many other products on the market to dust small areas, your product must be equal or better than the others at a lower retail price point.

The niche of your product is that it will do a better job at a cheaper price. The bottom line will be the retail price (sold at store level).

6) MARKETING STRATEGY

Our Board rarely suggests that any inventor manufacture and market their own product because of the huge financial risk. We suggest that an inventor seek out a licensing partner to manufacture and market the product for them and work on a royalty of 4 to 6 percent of net sales. Most royalty deals work on the net cost to the retailer. The higher the cost, the more royalty you will receive. However, each manufacturer has different formulas to pay royalties.

As you know, most, if not all, manufacturers like to have a patent issued on the item they are licensing, but some manufacturers may go forward with a filed application if the search and opinion are strong. We are aware that you are very familiar with

the invention process already since you have your products on the internet looking for a licensing partner.

It is our opinion, that if you can retail your hand pump for \$9.99, it would be a winner in the marketplace. The product must be as efficient as other products now on the market and as of this date your product has not been proven to work to our knowledge. It is just a great idea. As you can see in Enclosure #1, the Powerful Mini-Vacuum retails for \$7.97 plus \$4.00 for batteries and the Air Can Retails for \$11.69 (Enclosure #2)

We are positive you can purchase air cans for less, but your product will be a buy one and it lasts forever kind of product, which is excellent and what the consumer wants, if it does the job well.

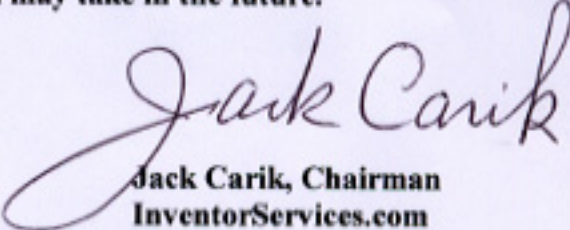
OVERALL SUMMARY

Ray, we have evaluated your Dust-Off Hand Pump product as excellent, however, you need to prove that this product works by building a workable prototype. Also, you will need a working model in order to secure a legitimate licensing partner. We are very positive of this. When you have proven your product is viable and efficient, you should have a professional search and opinion conducted and, if positive, file a patent application and start looking for a licensing partner, which could be many, as you are aware in many market segments.

Our Board likes the product known as Figure #1. It is small and compact and looks more like a technical tool. Figure #2 looks too much like a toy.

You have done an excellent job presenting this product to our Board, and we wish you good luck in the further development of this product and finding a licensing partner to drive it to the marketplace for you and earn some good money.

We thank you for using InventorServices.com to evaluation this invention idea and wish you good luck in any direction you may take in the future.



Jack Carik, Chairman
InventorServices.com

Cc: Board file
Encl.

ENCL #2

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SeriousShop.com > Technology > Computer Accessories > **Cleaners & Cleaning Kits**

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KMW22256

10 oz. Dust blaster pro duster

Cleaners & cleaning kits. Removes dust, lint and dirt from hard-to-reach areas. Nonflammable and 100% ozone-safe. Disposable with extension tube for precision dusting.

\$11.69 > [Learn more @ OfficeMax.com!](#)

KMW22270

10 oz. Dust blaster pro refill

Cleaners & cleaning kits. Removes dust, lint and dirt from hard-to-reach areas. Nonflammable and 100% ozone-safe. Disposable with extension tube for precision dusting.

\$11.69 > [Learn more @ OfficeMax.com!](#)

KMW22260

10 oz. Dusting system

Cleaners & cleaning kits. Removes dust, lint and dirt from hard-to-reach areas. Nonflammable and 100% ozone-safe. Disposable with extension tube for precision dusting.

\$41.09 > [Learn more @ OfficeMax.com!](#)

02214124

10oz aerosol bonus spray

Cleaners & cleaning kits. Antistatic cleaning and dusting spray, oil free and wax free; safe for non-glare screens. Helps prolong equipment life.

\$5.98 > [Learn more @ OfficeMax.com!](#)

02214142

10oz duster

Cleaners & cleaning kits. Safely removes dust and lint from hard to reach places. Moisture-free fill. Great for keyboards, phones, and household clean-ups.

\$8.98 > [Learn more @ OfficeMax.com!](#)

02214151

10oz twinpack duster

Cleaners & cleaning kits. Safely removes dust and lint from hard to reach places. Moisture-free fill. Great for keyboards, phones, and household clean-ups.

\$16.98 > [Learn more @ OfficeMax.com!](#)

02232060

11-tool kit**As Low as \$8.95 Each**

Now Free Shipping - Custom Skin Cover for Your Keyboard or Laptop.

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Aerosol and wipes Liquid cleaners and static control

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Same & Next-Day Delivery - Monthly Specials, Great Deals & More Online

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F.P.I.



or furniture quickly and easily with this handy 12 Volt DC pump. The Quick-Fill Electric Air Pump inflates and deflates quickly. Includes an accordion hose and three different nozzles for nearly every type of inflatable.

12V Air Pump ~ \$29.95

[Add to Cart](#)



Foot Operated Bellows Air Pump

3,000cc capacity foot pump made with heavy gauge plastic construction. Reinforced nylon bellows and flexible hose with universal valve adapter both inflates and deflates. Recommended for smaller inflates such as pool toys, small rafts & mattresses, etc. Comes boxed for easy storage.

Foot Bellows ~ \$17.95

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(Alaska & Hawaii Not Included)

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12" Hand Air Pump

For smaller inflatables, this 12" hand pump offers a smaller, easier to pack along size. Pumps on both the up strokes and down strokes. Durable light weight model features molded plastic body with easy to grasp handles. Slip resistant step plates to hold pump in place during use.

12" Hand Pump ~ \$12.95

[Add to Cart](#)



Miniature Foot Air Pump

Only 5" in diameter, this mini air pump is handy to have tucked away in a corner of your backpack just in case. Able to inflate small mattresses and pool toys. Not recommended for large inflates, but handy to have in case of an emergency or breakdown of larger pump. Operate by hand or foot.

Mini Foot Pump ~ \$8.95

[Add to Cart](#)



120 Volt Power Pal Home/RV Air Pump

This handy, tankless home air compressor will take care of all your inflating needs. Includes an 8 piece tool kit. This portable 1/2 HP unit uses no oil, easy to use and made with rugged aluminum castings. Adjustable from 10 to 100psi. 2.0 cfm @ 40psi, 1.5cfm @ 90psi, 100psi maximum.

120V Home Pump ~ \$199.95

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US Domestic Shipping Included In All Prices

(Alaska & Hawaii Not Included)

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