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## New Book Shows How to Get Inventions to Market After Filing a Patent

CARDIFF, N.J., April 28 /PRNewswire/ -- Filing for a patent is one thing, getting a product into the market is the real challenge. In his new book **Patent to Market Success** author, Matthew Yubas ([www.ProductCoach.com](http://www.ProductCoach.com)) shows inventors and entrepreneurs a fresh, practical, and easy-to-understand guide for bringing an invention to market.

US Patent and Trademark Office data shows that over 60,000 patents are abandoned per year (more than 1,000 per week). Patents are abandoned when the inventor fails to pay the patent maintenance fees, which is typically due to a lack of market success. When an invention fails, inventors generally waste between \$5,000 and \$15,000 in patent filing and attorney fees, plus development and other marketing expenses.

"After filing for a patent, inventors are often confused about what to do next. As a result, they often fall into a variety traps and pitfalls. **Patent to Market Success** is the first book that not only shows an inventor *what* to do after filing a patent, but *how* to do it step-by-step. Anyone who has filed for a patent can benefit from the new strategies in this book," Yubas says.

Patent Attorney Howard Cohn says, "Yubas has written the definitive guide for inventors and entrepreneurs seeking to reap the full benefits of their intellectual property rights. Anyone looking to turn an idea into a successful product should read **Patent to Market Success**."

**Patent to Market Success** provides inventors with the following important benefits:

- How to make money from an invention
- How to get an invention to market using a proven 7-Step process
- How to sell an invention for a pay-out
- How to license an invention for royalties
- How to determine the value of a patent
- How to make money selling products to retailers, catalogs, and home shopping networks

### About the Author

Matthew Yubas has developed and marketed products for over 24 years as an Engineer, Product Manager, and Consultant. He helps inventors and entrepreneurs turn their ideas into winning products.

### Book Information

Title: "Patent to Market Success; The Step-by-Step Guide to Cashing in on Your Patent"

Genre: Non-Fiction, Inventing, Entrepreneurship, Product Marketing

ISBN: 9780972552189

Pages: 330

List Price: \$29.95

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Author: Matthew Yubas, B.S., M.B.A. (<http://www.ProductCoach.com>)

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