



**G L O B A L**  
LICENSING PARTNERS

## **University Based Market Evaluation**

# **POP-N-SHOTS**

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## UNIVERSITY BASED MARKET ANALYSIS

Your new invention is important to you and our industry. As you continue to develop ways to improve your idea, it will begin to make contributions to the innovation process. This will contribute to your success and to the success of many other inventors who want to succeed. We congratulate you because this is a BIG STEP in the right direction. An independent university research team has prepared an investigation of your product innovation, having analyzed thirty-three (33) critical areas that support your new product's introduction. University based researchers have also taken the additional steps to identify five (5) major areas of development that will support the Patent Search and Legal Opinion from your attorney. These five important areas will play a major role in how manufacturers, potential licensees, representative agents, retailers and the business community weigh in on the feasibility of your new invention. These five important areas are:

Societal Factors

Business Risk Factors

Demand Analysis Factors

Market Acceptance Factors

Competition Factors

We have combined the initial review with judgment from several evaluators. The review combines a UNIVERSITY BASED evaluation and PRIVATE SECTOR analysis. All evaluation and analysis are conducted by independent organizations through advanced computer generated models



and formulas that remove bias. This University Based Market Analysis serves to give you stronger indication as to the marketability of your idea and its probable success.

## **Should You Worry About Negative Results?**

This market analysis only serves to summarize pros and cons discovered for purposes of an initial review. This Product Innovation Guide supports the findings and serves as a point of reference and education for each item reviewed. Always refer back to this guide to clarify your thoughts. You should not get discouraged or negative about these results. Information discovered during any initial investigation is not an indication of failure or success. Your new invention could be highly successful. This report looks at the overall dynamics of your invention, entire business market and its environments and not just the actual invention itself. An inventor should always look at several dynamics that can contribute to successful inventions such as technology, manufacturing, networking, finance, legal issues and marketing criteria. Balance among all of these issues is KEY to a successful product launch.

Your Overall University Based Market Analysis review shows a cumulative Aggregate Value Score that combines thirty-three (33) criteria from both university and private sector analysis – further analyzed by our in-house review team that scores these results to determine which projects are recommended to our licensing affiliates who will represent selected products at industry tradeshows – on contingency fee basis. Due to our selection process, as well as, the investment of time and expense incurred



by these marketing organizations, not all new inventions will be referred to a licensing affiliate.

Three major areas of importance are considered in the statistical analysis of the Pop-N-Shots; the Critical Value Score, the Aggregate Value Score and Estimate of Success Score.

The “**Critical Value Score**” considers five (5) of the thirty-three criteria under consideration as significant. These five criteria are considered to be of high importance in the market feasibility of your invention.

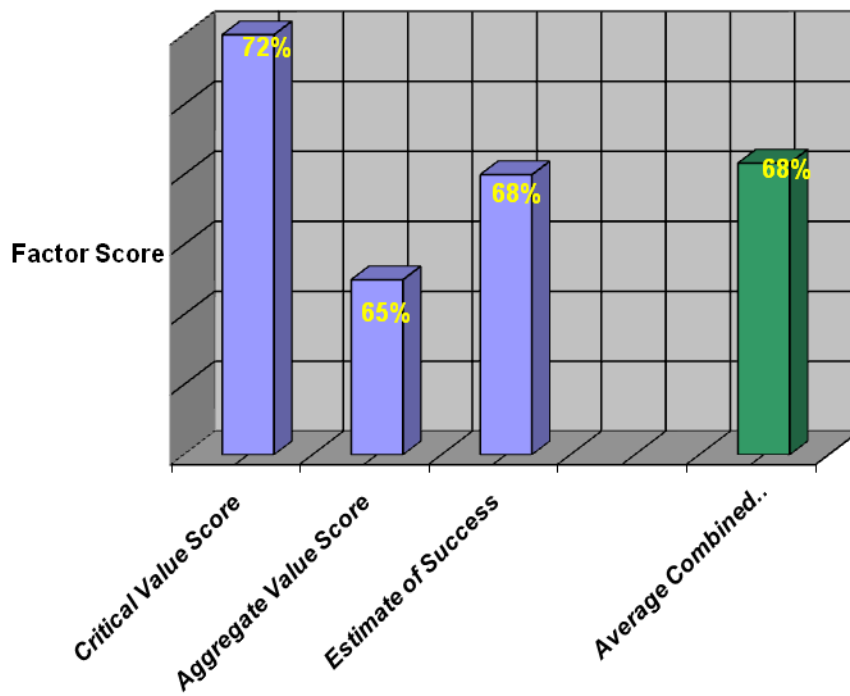
The “**Aggregate Value Score**” is the combined score of all thirty-three criteria considered. A score in the 60 percent range indicates further consideration of your invention is warranted.

The “**Estimate of Success Score**” is an indicator of the possibility of success for your idea in the current marketplace. This score should also be in the 60 percent range.

High scores in all three statistical categories indicate that your new invention should be considered a serious candidate in the current marketplace.



### Overall University Based Market Analysis Summary





## SOCIETAL FACTORS

### **Product Legality**

Product Legality refers to any and all applicable laws that address product liability, regulations, standards and classification. A review of Product Legality helps to identify opportunities or potential problem areas that would create litigation. The review also tried to determine whether your new invention carries a “restricted” classification with any United States government agency. It is also important to determine if a market will become tightly regulated at some point in the future. The goal of this review is to identify federal regulation that helps you move forward and eliminate road blocks. Examples of product industries that are heavily regulated would be automotive, aerospace or airlines, environmental products and food related products. The same criteria are applied to a review of regulations at the state level. An example of industries that would be heavily regulated at state levels would be environmental or energy in the State of California and boating related products in a state like Florida that protects its Wetlands.

**Results: The Pop-N-Shots might require minor revision to be congruent with all applicable laws (particularly product liability), regulations, product standards and industry standards.**



## **Safety**

When considering any potential hazard or any side effects as a result of use from new inventions, past reviews have indicated that sales of inherently dangerous products are many times more difficult because of modern society's awareness and level of education. This awareness is heightened due to modern telecommunications technology such as the Internet and PDA devices. A dangerous new product also makes the task of finding a licensee more difficult. Sample products include knives, tools, weapons, certain harsh chemicals or products, which if they fail, can cause death or serious injury such as hunting tree stands, sky diving equipment, child playground equipment or construction scaffolding. Another question considered reviewed is not just whether a new invention is safe, but also will it remain safe over time, or will it remain safe with continuous use or after a prolonged period of idleness (non-use). Any of these issues, no matter how small the threat may be, will be viewed as a cause for concern by a potential marketer or licensee.

**Results: The Pop-N-Shots appears to be relatively safe for careful, instructed users.**



## **Impact on Environment**

A negative environmental impact can have detrimental results to a new invention's marketing efforts. A review of environmental impacts is important because although obvious, many inventors miss this altogether. New products can be designed to last longer and at the same time, create dangerous side effects that harm people or the environment. An example can be a water bottle that may be reused more often than one sold commercially, yet creates a threat of bacteria that can make people ill or even cause death. Another example could be some type of filtration system such as an air filter for your air conditioner which may be used longer without discarding, yet contribute to heavier amounts of pollen or allergens in the air which can affect the quality of indoor air. This review category looks beyond the obvious enhancement or modification to any corresponding side effects. This review tries to identify potential environmental pros and cons that may possibly result from any new invention.

**Results: The Pop-N-Shots is expected to have no effect on the environment, both indoor and outdoor.**

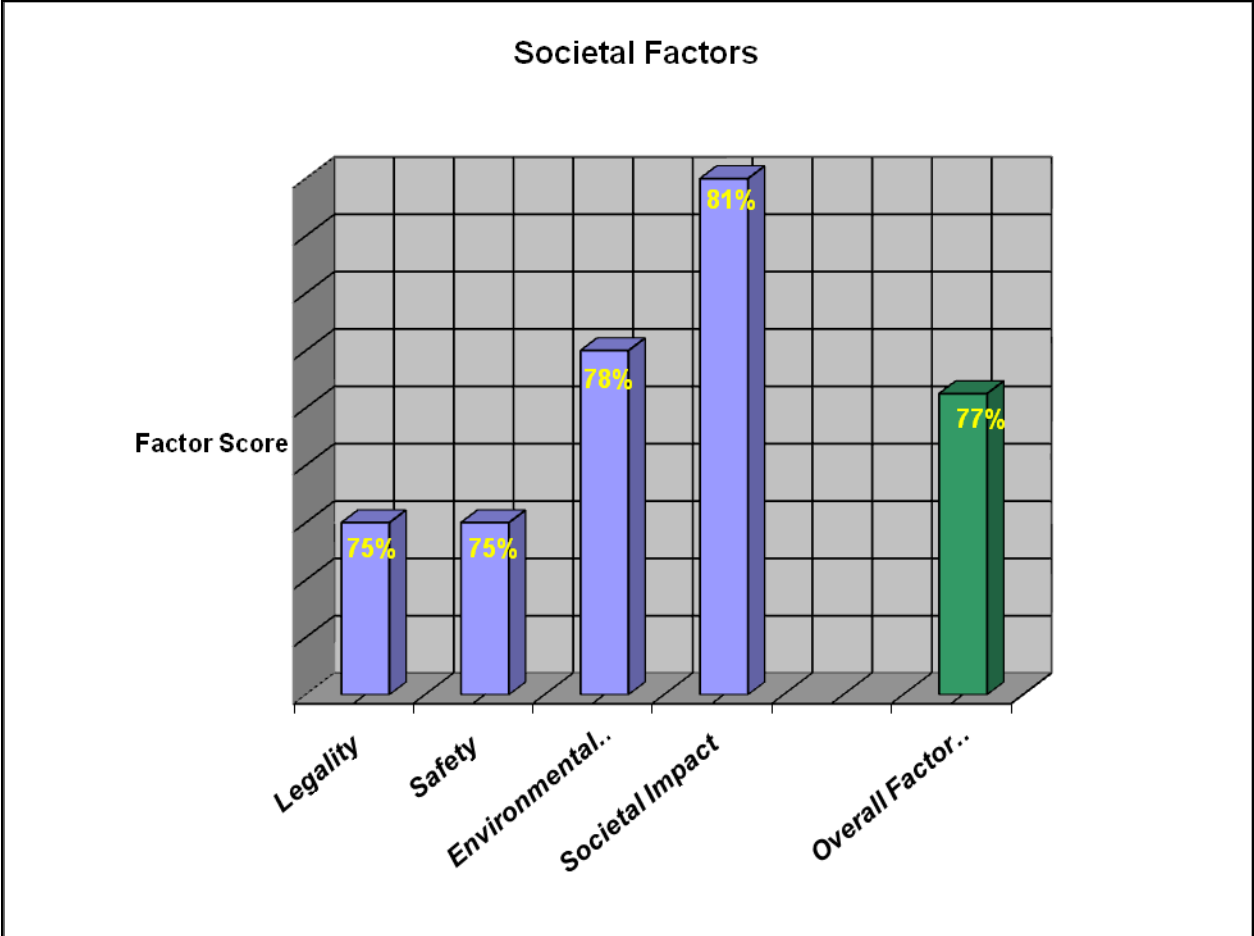




## **Societal Impact**

Most inventor innovations come from positive thinking and a desire to create a benefit to the general welfare of societies and communities. Faulty mechanical design is responsible for many environmental tragedies all around the world. Oil spills, waste dumps, damage to artificial reefs, choke hazards such as plastic, glass or a small toy. Some positive innovations to society include solar power, wind generators, new medicines or medical equipment, improved energy efficiency, better telecommunications and community infrastructure such as roads and super trains. Any new invention can have positive or negative results on a local community or global society. Our review looks at each extreme and how it might be perceived by regulatory agencies, licensees and investors, the media, big business and any other parties with a legitimate business or societal interest. The earlier these facts are detected, the smoother the journey towards marketing or licensing becomes for a new invention.

**Results: The Pop-N-Shots appears to have no effect on society at large.**





## BUSINESS RISK FACTORS

### **Functional Design Feasibility**

An engineering assessment can guide the development of a new invention and creates better understanding as to functionality or technology of any new invention. This review determines whether a new idea will work because it is sound, both in the mechanics and/or technology. The review attempts to quantify the feasibility of all new inventions, both simple with very few parts or complex in their innovative design and technology. For instance, Personal Digital Assistants (PDA) are one of today's most in-demand technologies and inventing more advanced models is common place. Engineers who have a complete understanding of the specific technology application (electric circuitry and computer technology) would be able to create a new and faster device. The feasibility review determines whether an additional feasibility analysis would be required.

**Results: The Pop-N-Shots will work but minor changes might be needed or an independent feasibility analysis which may be performed by an independent engineer with a related background.**



## **Production Feasibility**

This review determines whether a traditional approach to manufacturing can be used, whether equipment modifications will be necessary and if general manufacturing supplies are readily available. Some new inventions could test manufacturing limits with respects to equipment, material, personnel and other traditional methods and technologies. Although this makes it more difficult to succeed in product development, it does not reflect negatively on any new invention. This review assesses the risks of going beyond traditional manufacturing limits and creates prudent information for a new inventor.

**Results: The Pop-N-Shots is expected to experience only minor problems or setbacks with regards to technical processes, existing technologies or necessary equipment required for production and distribution.**



## Stage of Development

This review takes into account any developmental progress achieved. No development would indicate a product that has only been recorded in an Inventor's Journal. Reasonable development would be a product already tooled and with some minor modifications, can be production ready within a short period of time. Scale models, computer models, working models and any type of calculations would be reviewed for more advanced types of new inventions such as aircraft, automobiles, large computer servers or medical devices such as magnetic resonance imaging equipment (MRI). This review determines if Proof of Concept exists.

**Results: The Pop-N-Shots is only in the “idea stage” and has been submitted for review with basic drawings, sketches or descriptions. There are no models or prototypes available.**



## **Investment / Cost to Produce**

This review looks at “comparative costs” in producing a new invention and keeping the product attractive to the ultimate end user. A new invention should be produced at a price that would make it favorably comparable to other similar products currently available in a societal marketplace. The review studies efficient design and takes a look at how expensive and complex the actual tooling would be. The review would determine how production ready and cost effective it would be to produce the new invention compared to those methods suggested by the inventor. For example, many products are mass produced using a traditional plastic injection molding technique. When this is compared to similar products that can be produced using plastic blow molding techniques, plastic injection molding can be many times more expensive with regards to tooling costs, which could increase the ultimate market cost to an end user, making the product more expensive and less in demand.

**Results: The Pop-N-Shots is expected to be developed with a heavy amount of capital and other costs necessary for development to the market-ready stage. The initial production investment should probably be recoverable.**



## **Break Even Period**

A review of the payback period (break-even analysis), or the amount of time required to recover an inventor or investors initial investment is reviewed in order to determine the likelihood of raising capital from a private or angel investor, or a venture or other large financial capital institutional investor (private equity firm).

**Results: The Pop-N-Shots has potential to break even on the initial investment within four to six years from initial production and distribution period.**



## Profitability

A profitability review looks at the extent to which revenues generated from the sale of a new invention will cover all direct and indirect relevant capital cost. Knowing the approximate cost of production is important, especially to a manufacturer or licensee who decides to take on the project and incur the expense of bringing the new product to market. Profitability will also affect any negotiation of a licensing (royalty) agreement. The review also tries to estimate an appropriate royalty percentage attainable by the inventor. Although this review does not disclose percentages, it is important to understand the product development process and to be familiar with any and all associated costs. This review determines the reasonableness of getting licensed and not jeopardizing a licensing negotiation by having a general understanding of costs as they relate to any recordings of the invention, concept models, working prototypes, virtual prototyping (3-D), product engineering, production tooling and subcontracted production.

**Results: The Pop-N-Shots would appear to have anticipated revenues that might cover direct and indirect costs and meet minimal capital costs (ROI). A familiarity of costs related to industry production standards should strengthen any and all licensing negotiations with potential manufacturers and licensees.**





## **Market Research**

Market research can separate a successful invention from an unsuccessful one and assists in the creation of a workable plan of action required to develop a market ready product. At this stage, an inventor or manufacturer determines whether the product will serve a regional, statewide, national or global marketplace. This depends on the product. If you produce a new snow mobile but wish to sell them in Florida, your review will not go well. Now, if the largest snow ski club exists in the State of Florida, a viable marketing region may exist. The inventor must choose his demographic wisely. Another factor of this review is market size. If the market is large, the new invention could go unnoticed by the competition, thus, giving the new product some marketing advantages. Large markets are also desirable to potential licensees who wish to sell large amounts of the product to meet Return of Investment (ROI) expectations. These expectations are also reviewed for greater royalty potential to the inventor.

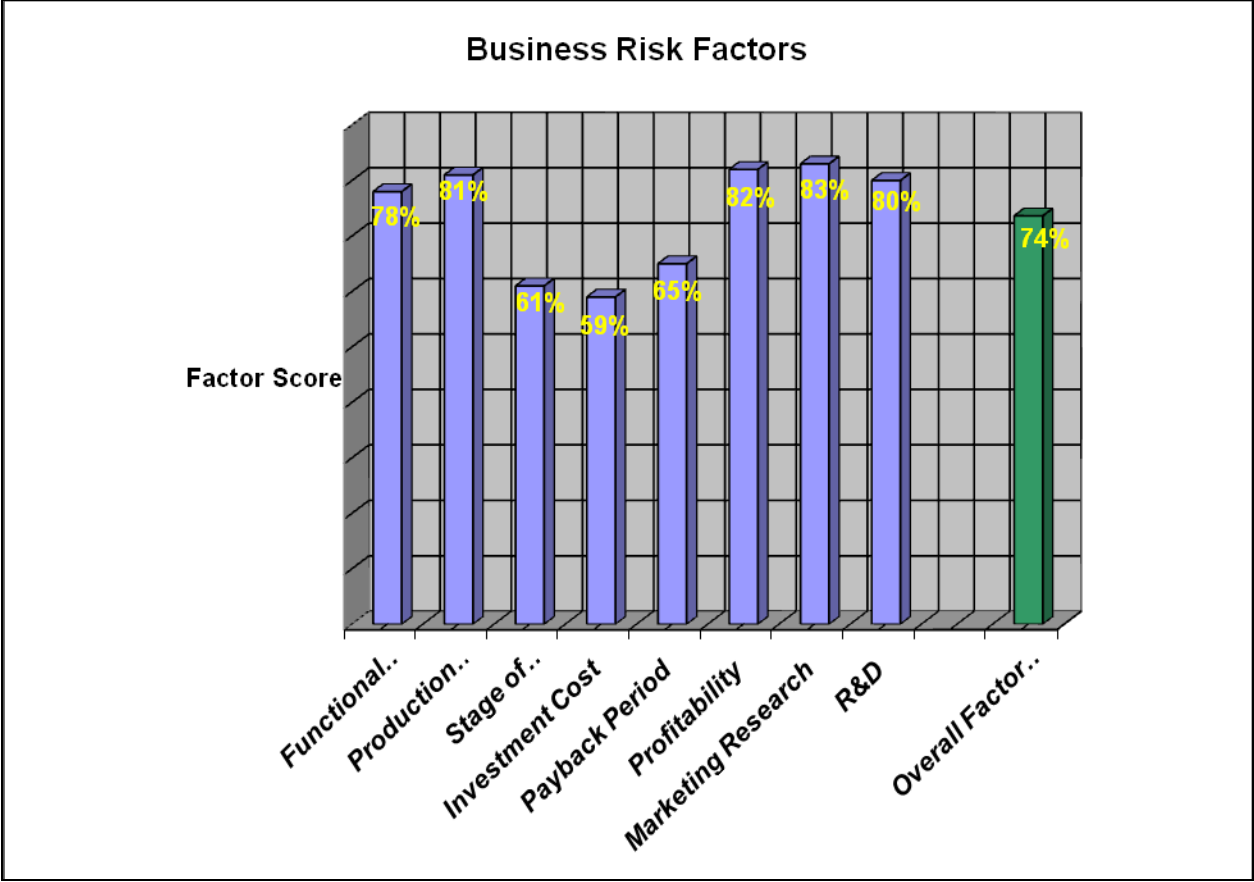
**Results: The Pop-N-Shots should generate a sufficient amount of market research to develop a market-ready product that should be relatively easy and simple to mass produce.**



## **Research and Development**

This review determines if the new invention is tailored to a specific market. Throughout this review, we focus on marketability, industry, competition and many other factors important to product introduction and licensing potential. The review also looks at any risks associated with specific product markets in different demographic areas or regions that would be beneficial to successful product launches. Our focus is on the research and development required to reach a production-ready developmental stage.

**Results: The Pop-N-Shots requires relatively easy and simple product research and development. The information is readily available through public sources and in electronic form such as the Internet.**





## DEMAND ANALYSIS FACTORS

### Potential Market Size

When reviewing market potential and size, the reviewer puts emphasis on size above all other factors. A new product launch or introduction is best when attempted as a “beach head” that is, trying to capture a small niche in a large established marketplace. This is favorable to potential manufacturers and potential licensees who are looking for large return on investment (ROI) and quick cash flows. A large and defined market will create the greatest opportunity possible. An example would be to compare the markets for water skis versus snow mobiles or lawn mowers as opposed to snow shovels. International markets not only present more complex markets in size and scope, but customs and traditions in countries such as India, China or the European Union must be observed. Legal protection is also reviewed due to above average risks to intellectual property, foreign investment, various governmental laws, restrictions and political environments.

**Results: The Pop-N-Shots appears to have a medium market size for a product of this type with a limited national market. The most advantageous market would be domestic. Foreign markets can be tested for acceptance and regulation with caution and careful due diligence.**



## Potential Sales

We re-emphasize our review of market size in determining potential sales. A very large market can lead to easier market penetration and less risk from competitors. Large markets are positive for manufacturers and potential licensees who look for quick cash flow and healthy profit margins. If markets are too small, profit margins will be smaller and a licensing agreement is less favorable.

**Results: The Pop-N-Shots appears to be able to generate medium expected sales in specific market segments tailored to this type of new invention. Potential sales are expected to be in the millions range through appropriate distribution channels.**



## Trend of Demand

This review focuses on growth and ease of market penetration. The study determines whether the market is expanding (growing) or contracting (shrinking). A market in contraction makes it difficult to generate profits, grows manufacturing inventories and interrupts production which raises the expense of running an operation. These are all bad things that would limit a product's potential for making it to market. Some shrinking markets are exceptions, such as classic cars or antique furniture. If a new restoration invention prolonged the life of such products, there may be a niche market that could result during a contraction. However, there are very few exceptions and most manufacturers will not take this risk.

**Results: The Pop-N-Shots would probably have a steady market demand expected to remain constant for several years. Recommended short and medium term forecasting should be implemented to predict upcoming demand trends.**



## Demand Stability

This is a review of forecasting potential for both the market and the product. If a market is difficult to forecast, stability could be jeopardized by unforeseen economic events or unpredictable circumstances. Over the last few years, we have witnessed terror attacks, tsunamis, tornadoes, hurricanes, stock market crashes, corporate corruption, accounting scandals and obsolescence in technologies and other large businesses that were once titans of industry, as is the case in the airline business. It would be favorable to launch a new invention where precedent can be studied, allowing for accurate forecasting of product demand and supply resources that allow manufacturers and potential licensees to meet market demand.

**Results: The Pop-N-Shots should have a predictable demand with variations that can be accurately foreseen given the market segment and precedent competitive products already on the market.**



## Product Life Cycle

A review of different products that survive years of successful market penetration leads us to believe that longevity is created by BRAND awareness. Trying to penetrate established market segments with new bottled water, cellular telephones, tire concepts or soft drinks can be difficult because of commoditization (too many on the market). Many studies point to the fact that consumers look to purchase a favorite brand such as GAP™, Ford™, Apple™ or Hershey™. This review emphasized how crowded or un-crowded your product will be in its niche market. Given that most new inventions do not have an established branding strategy, life cycles tend to be short and profits limited. A review of how long a product can remain viable in the marketplace without significant branding, changes or improvements can show how quickly an inventor or potential licensee can recoup an investment.

**Results: The Pop-N-Shots would most likely have a product life cycle of eight to ten years with average market penetration. Further brand establishment can be pursued and strengthened.**

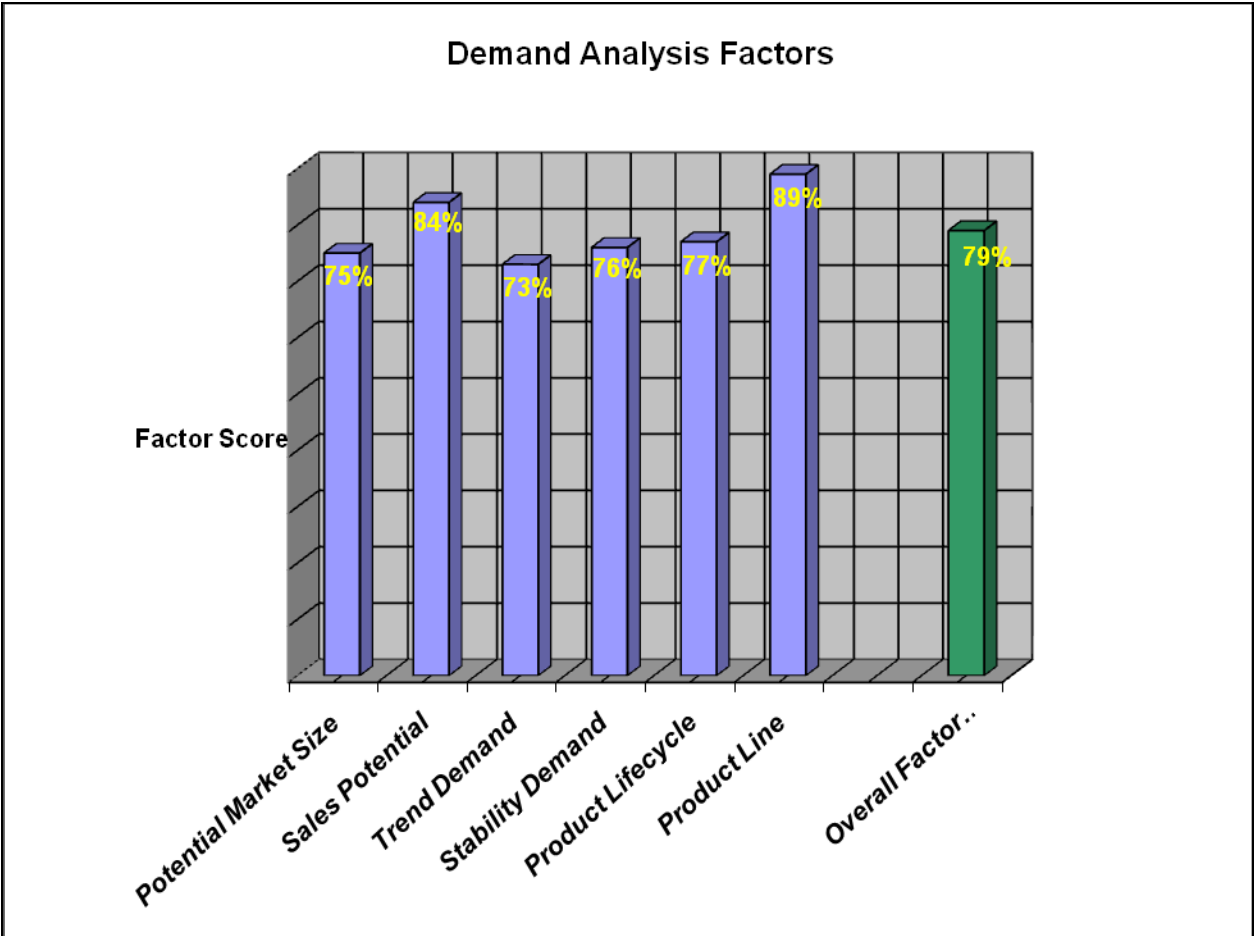




## **Product Line Potential**

A review of today's economy and competitive environment shows that greater value to consumers is achieved when manufacturing can produce a new invention that spawns additional products, multiple styles, variations, qualities and price ranges that satisfy the largest number of market participants. Economies of scale dictate that more products made available to consumers eliminate supplier complexity (middlemen) and reduces cost to consumers. The best example is your local grocer where soup and baby food are produced for every taste imaginable. Complexity is also eliminated by creating ease on the consumer end such as products that are available with customer service and support. Whether a product can be expanded into a line of products, as well as, a review of all aspects and their affects are taken into consideration.

**Results: The Pop-N-Shots should have multiple market/use potential. The potential for additional products, multiple styles, qualities, and price ranges, is likely to be m.**





## MARKET ACCEPTANCE FACTORS

### **Compatibility**

A new invention should be developed in order to satisfy NEEDS. We review the “value” of a new idea in how well it can satisfy the needs of consumers in a respective market. If the invention is compatible with consumer desires, its demand grows exponentially with manufacturing needs and becomes more attractive to potential licensees. A review of compatibility with existing market products is also examined. An example would be the Segway™ Personal Transportation Vehicle, which was touted the next generation’s mode of transportation, only to be turned away by many municipalities because of safety concerns and its direct competition to existing modes of personal and public transportation. In other words, it wasn’t compatible with market segments such as New York City or San Francisco, which outlawed its use on public sidewalks.

**Results: The Pop-N-Shots compatibility is likely to be moderate with existing attitudes and methods of use and its compatibility will have no negative effects.**



## **Learning and Consumer Education**

In reviewing the cost associated with consumer education, we have discovered that products requiring more extensive levels of education are generally more expensive, have higher market penetration expense, have longer market introduction periods, are more difficult to brand and create greater levels of competitors looking to introduce less complex variations at lower production costs. An example would be an ATM (Automated Teller Machine) at a banking institution. Statistically, eighty (80%) percent of all banking transactions still occur in the branch, which has created an array of new banking fees being implemented, such as the dreaded “teller fee” for those consumers with non-interest bearing checking accounts. The complexity of having to train consumers in a new technology creates fear and hesitation. We review learning simplicity and accompanying education materials such as instruction manual potential.

**Results: The Pop-N-Shots is expected to require a low amount of learning for proper use. Minimal instructions should be sufficient for most users.**



## Need

A review of a new product's ability to meet the needs of a wide variety of consumers – specifically non-government consumers that tend to prolong the purchasing and licensing cycles. A consumer can make a decision to buy a product immediately. Government consumers are bureaucratic with many layers of red tape in purchasing decisions. The review focuses on needs, versus wants or desires. Food is a need. A basketball or sports equipment would be a want or desire, unless you are a college or professional athlete.

**Results: The Pop-N-Shots would fill the need of a moderate segmented niche market both domestically and internationally. The Pop-N-Shots fulfills both psychological and physical non-essential needs.**



## Dependence

A dependency on other products, services, processes or systems is important and thoroughly reviewed. This reliance can have advantages and disadvantages, especially in the area of forecasting an unforeseen circumstance such as the closing of a major supplier. A review of the level of product reliance outside of inventor, manufacturer or licensee control is considered.

**Results: The Pop-N-Shots would seem to have a moderate degree of dependence upon other products and services and should maintain reasonable market control.**



## Visibility

A review of all advantages and benefits to consumers from the launch of this new invention is determined to be obvious or non-obvious. Non-obvious advantages and benefits create longer product launches and increased marketing expense for inventors, manufacturers and potential licensees. The best new inventions have very visible advantages and benefits such as protective head gear or automobile air bags. A review of both the physical and visual benefits to all consumers is conducted with regards to the product's unique market segment.

**Results: The Pop-N-Shots has visible benefits that are easily communicated to consumers within a niche market segment.**



## Promotion

A review of cost and effort required to promote the advantages, benefits and features of new inventions is taken into consideration. How quickly and inexpensively a product gets to market can lead to more profitable ventures. Whether the new invention will be manufactured by the inventor, or licensed to a manufacturer will be determined by related expenses, specifically promotion and advertising. The promotion of new inventions is one of the cornerstones of a successful marketing mix along with product, price and place of distribution.

**Results: The Pop-N-Shots is expected to have a moderate level of costs, expenses and marketing effort commensurate with expected sales of such products.**





## Distribution

Another key review point is the cost and difficulty of establishing multiple distribution channels. The successful establishment of proper distribution is a key to new product penetration. If not successfully planned and mapped out, lack of distribution can create barriers to market entry. The review also looks at a variety of channels such as physical or electronic (Internet) when dealing with informational products and services. Many of the world's largest retailers have made distribution a cornerstone to growth and profits. Therefore, it is recognized that distribution can help create strong market presence and is given more weight than simply looking at a specific market niche.

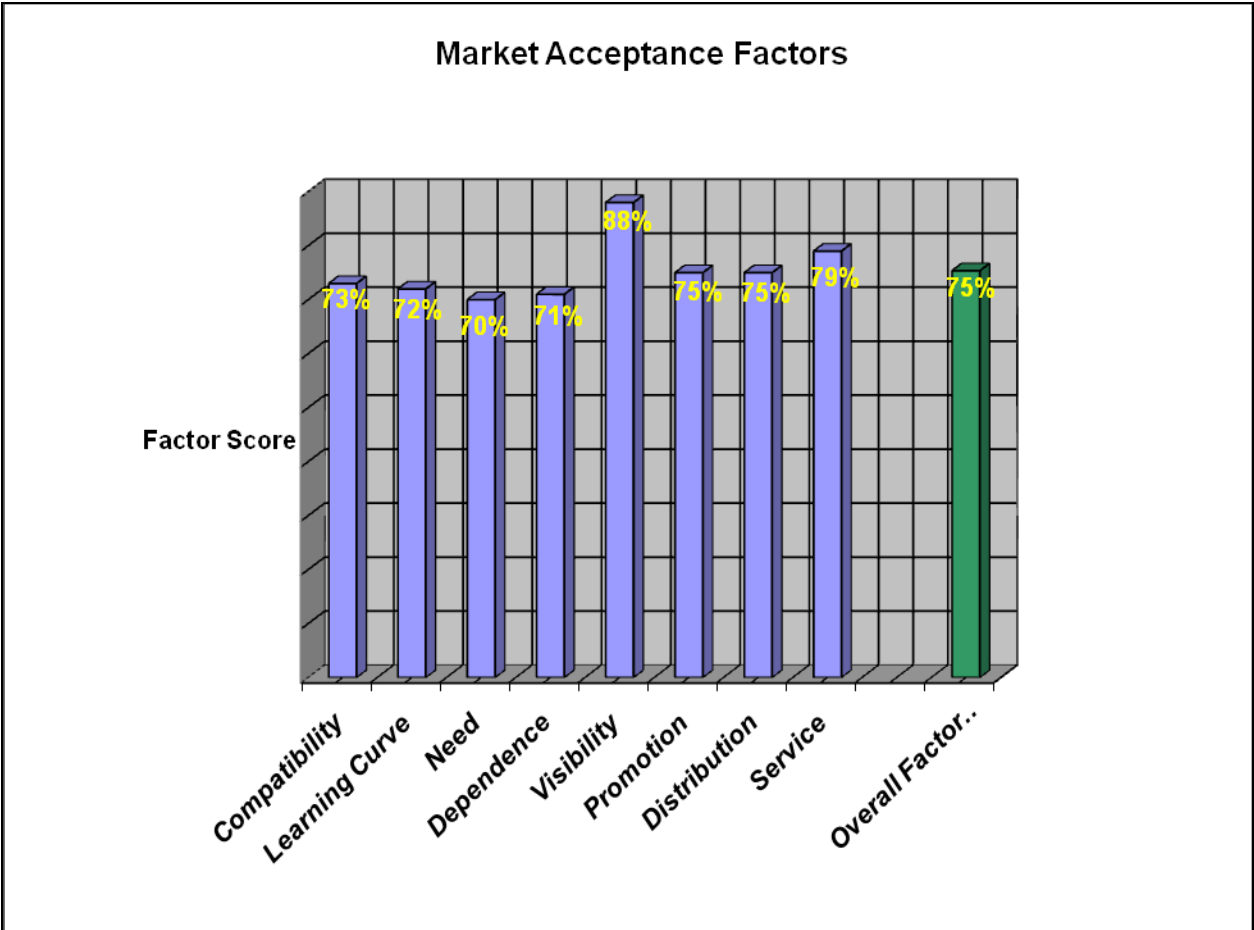
**Results: The Pop-N-Shots is expected to have a moderate level of expense and difficulty in establishing proper distribution channels. The level of expenses and degree of difficulty is commensurate with expected sales.**



## Service

Reviewed are the expense and difficulty of establishing and providing product service, repair and replacement parts as needed to promote ongoing usage and support to new customers and end users. This would be negative if a new invention were found to require too much service due to poor manufacturing standards or found to have consistent mechanical failures and breakdowns which required steady service. An example would be a “nationwide recall” of a certain kind of vehicle in the automobile sector. A key review in this area is considered important and would affect other review areas such as product life cycle, potential market size, potential sales and demand trend.

**Results: The Pop-N-Shots is expected to have low levels of expense and difficulty in the area of providing service to maintain this new product. This product’s need for service and parts will be infrequent.**





## COMPETITIVE FACTORS

### **Appearance**

A review of the new invention as it would appear similar to other product and services currently in the marketplace is vital when stressing originality of concept. This review looks at possible substitutes and how the originality of the new invention is likely to be perceived by potential end users and the niche market segment as a whole.

**Results: The Pop-N-Shots is expected to carry an appearance similar to other products, including those relative to competitors.**



## Functionality

A review performed to determine how the functionality of a new invention might compare, relative or related to a competing and similar product or a substitute product, service or process. This review tries to observe whether function appears to be of superior, inferior or similar quality or difficulty level (ease of use). If the new invention can be purchased and is ready to use right out of the box, it would review more favorably than a mechanical product with a higher level of education and training requirement. The functionality is also reviewed to identify potential liability of use. In other words, will the new invention create a danger or potential for harm? Another view would be the end user's ability to cause harm with the product or service.

**Results: The Pop-N-Shots has performance and functionality which is expected to be similar to those of competitors, substitutes or similar services and processes.**



## **Durability**

As with the “servicing” category, a review of durability is also performed to see how a new invention will hold up under stressors. A comparison of durability factors to other similar products that may compete, substitute or offer similar service is conducted to determine whether it would be perceived as noticeably better, worse or about the same. Durability is important in domestic niche market segments, but not as important as in overseas markets such as Europe or Asia where prolonged use and lifetime loyalty are believed to have more value.

**Results: The Pop-N-Shots is expected to be perceived as similar to other possible competitors, but not noticeably better.**



## **Suggested Selling Price**

This review takes into consideration the suggested price from the inventor, a review of how well the price might be accepted by end users / customers and relative to competitors and other substitute products. Competitive pricing strategy is critical to product introduction for strategic purposes. Competitors will also use price strategy to maintain market share as an “aggressive competitive response”.

**Results: The Pop-N-Shots is expected to have a higher selling price relative to existing market products, services and other participants.**



## Existing Competition

A review of existing competition for a new innovation is examined to look for any potential risks of market entry to initial sales. All new product innovations should prepare to compete against existing competition. Are existing competitors, large, small, local or multinational? As an inventor, if you are going to invest toward launching your new product, you must be aware of any large and established companies with similar offerings in your niche market segment. Small market competitors in a market are better for new product ideas, but make it more difficult to look for potential licensees or manufacturers interested in a venture.

**Results: The Pop-N-Shots is expected to encounter moderate existing levels of competition. Market penetration can be gained with reasonable effort and expense.**





## **New Competition**

A review of existing products and competing companies leads us to believe that entering a market segment with a similar product will force the competition to challenge your pricing, improve their service and utilize cash resources in a way that would be difficult to match. The competition will use “aggressive competitive response” and do what is necessary to protect market share and prevent a loss of customer base. It is wise not to enter market segments controlled by very large competitors, such as a large retail market chain. A review of favorable competitive market conditions would indicate a market least likely to react to a new invention’s market entry. The focus is on a review of competitive dynamics. Aggressive competitive response would most likely affect any inventor who undertakes the manufacturing functions. Also, a product mainstream, where the product fits neatly into a product purchase category, will review favorably as opposed to a new invention category that would have difficulty attracting new buyers and cost more to market.

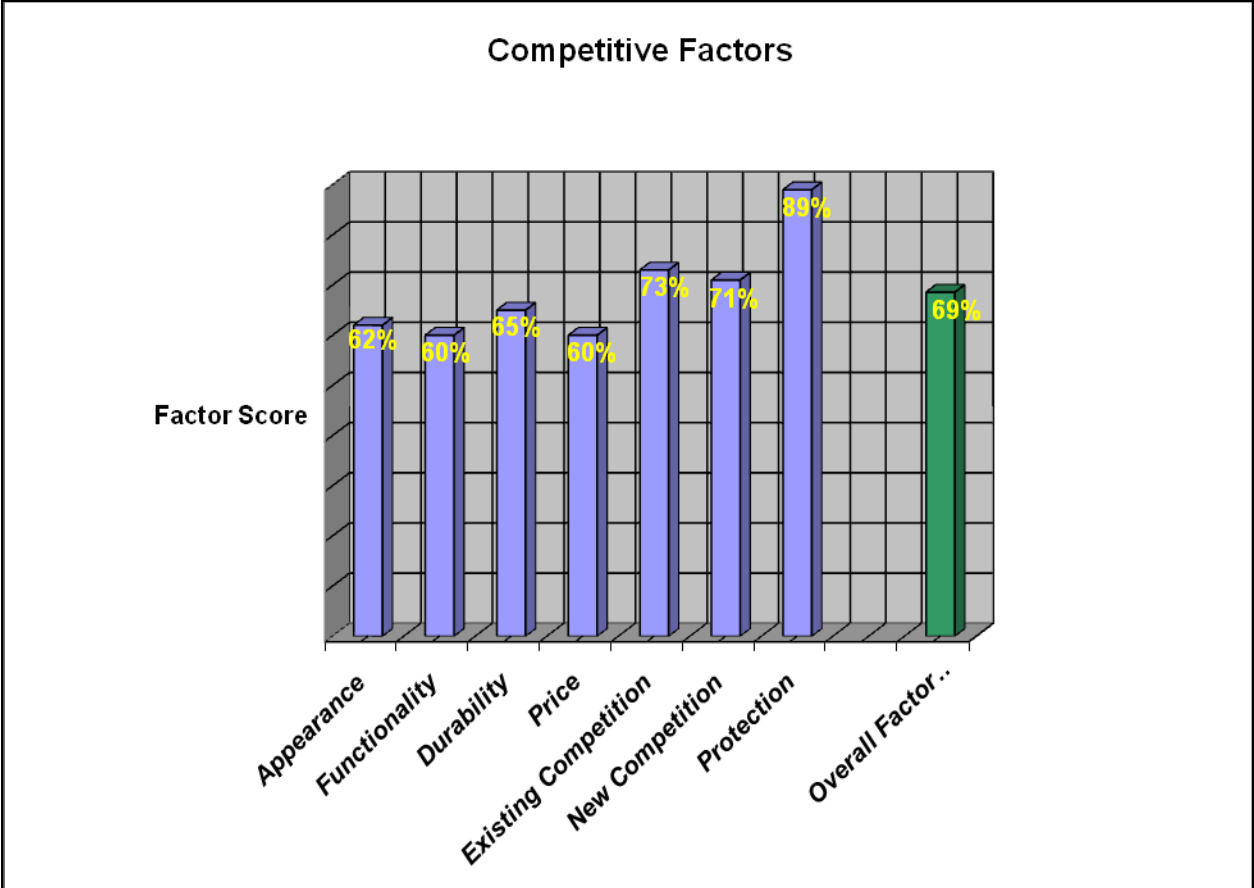
**Results: The Pop-N-Shots is expected to encounter moderate levels of competition from new entrants into this market segment. Market share can be maintained.**



## Protection

A review of intellectual property and protecting an invention enhances the marketability and licensing potential of any new product idea. All new products would benefit from a patent search with a legal opinion before incurring the expense and investing the time in filing for a patent application. Full protection of new inventions can only be achieved through Patents, Trademarks, Service-marks, Copyrights or complete confidentiality. A potential manufacturer or licensee will require some degree of liability protection and exclusivity before putting their investment at risk. Multinational companies may require International Patent Protection. In addition, there are international treaty procedures, such as the procedures under the European Patent Convention (EPC) administered by the European Patent Office (EPO), and the Patent Cooperation Treaty (PCT) administered by the World Intellectual Property Organization (WIPO) covering 137 countries, that centralizes some portion of the filing and examination procedure. Similar arrangements exist among the member states of African Region International Property Organization (ARIPO) African Intellectual Property Organization (OAPI) and the analogous treaties among African countries.

**Results: The Pop-N-Shots is expected to have positive patent search results with sound legal opinion. An attorney would most probably suggest patent, trademark and/or copyright protection. Confidentiality agreements are also suggested to maintain secrecy during the patenting and promotional period.**





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