



Vitonomy in a Nutshell

"Vitonomy: The Modern Systems Science of Life & Existence" is a new subject that is trademarked by the U.S. Patent and Trademark Office (USPTO).

A Discovery or Invention?

To be exact, it is **a discovery expressed through an invention.**

The underlying subject matter is a discovery. We are proposing that there is a coherent field of inquiry—**Vitonomy: The Modern Systems Science of Life & Existence**; however, developing a framework for studying life and existence as an integrated system is an invention.

There have been a number of items that have been developed within it, such as the Grand Matrix of Life, the science of Games, the Seven

States of Being, the ultimate Map of existence, the Existence Space, the Ten Coordinates, the Ten Layers, the Existence Vector, Gradient Scale, Dynamics, and Laws, which are **conceptual constructs we have created to describe and organize that subject.**

Therefore, we have **“discovered” a new field of inquiry and have “invented” a framework for studying it.**

This can be stated more elegantly as:

Vitonomy™ is a newly developed field of study and conceptual framework for understanding life and existence as an integrated system.

Here we have to be careful with the word “discovery”; If we say: **“The author has discovered Vitonomy,”** then that can be interpreted as though Vitonomy existed independently as an objective phenomenon and was uncovered, similar to discovering a previously unknown planet.

However, if our intention is to emphasize our intellectual contribution, then the following would be stronger:

“The author developed Vitonomy™ as a new field of study—the Modern Systems Science of Life & Existence—and established a conceptual framework for

integrating the study of life and existence into a unified subject.”

We could then say:

“The development of Vitonomy™ represents both the identification of a new field of inquiry and **the invention or creation** of a new conceptual architecture for investigating it.”

Vitonomy Trademark

USPTO trademark does something different. The trademark does **not** establish that the field itself is legally “discovered” or “invented.” The USPTO explains that trademarks protect words, phrases, symbols, or designs that identify and distinguish the source of goods or services; patents, by contrast, protect qualifying inventions.

So, the intellectual-property structure is better understood as:

- 1. Vitonomy™** → The brand name of the field of study.
- 2. The books and writings** → expression of the Vitonomy framework: Grand Matrix of Life; Science of Games; Seven States of Being; Ten Coordinates; Map of Existence; Ten Layers; Dynamics & Laws.
- 3. Potential technical inventions** → potentially **patentable inventions**, if they meet patent requirements.

The USPTO also specifically describes invented words as potentially strong trademarks, because fanciful marks can be inherently distinctive.

The Accomplishment

Therefore, the preferred description of the accomplishment for a biography, website, or book is as follows:

The author developed Vitonomy™, a new field of study—the Modern Systems Science of Life & Existence—and created a unified conceptual framework for investigating the fundamental structures, dimensions, relationships, and dynamics of life and existence.

This is **stronger and more defensible than simply calling Vitonomy an “invention.”**

A More Ambitious Philosophical Formulation

A more ambitious description could be as follows:

***Vitonomy™ represents the discovery of
a new intellectual territory and the
invention of a framework for mapping
and exploring it.***

This last description captures the distinction particularly well: **the territory is discovered; the map is invented or created.**

