

## EVALUATION RESULTS

Michael McGriff  
P.O. Box 776  
Tijeras, NM 87059  
Mpmcgriff8204@gmail.com

Invention: Universal utility trailer tilter  
Date of Evaluation: July 12, 2007

Vetted: July 17, 2007

Thank you for submitting your invention to Lambert & Lambert. All inventions are scrutinized in the same manner and judged by our staff and associates. If, in our judgment, an invention successfully passes, we would seek to invest in your invention and represent you for marketing and licensing services, with no additional upfront cost to you (the inventor). Since we would be investing thousands of dollars of our time and money into an invention when we take on a client, coupled with the fact that only 2% of patented inventions make a profit for the inventor, you can understand why we are very rigorous in our evaluation of an invention. Below are the results of our evaluation.

### **16 Marketability & "Licensability" Criteria**

**1. INVENTION PERFORMANCE:** Does the invention perform the task that it claims to do?

- 0 No. It probably will not work.
- 1 Yes, but requires substantial changes.
- 3 Yes, but will require substantial changes during development.
- 6 Yes, but may require minor changes during development.**
- 7 Yes. It will not require changes.

**2. SOCIETAL INFLUENCE:** The new invention/idea/product would likely have an influence on society that is...

- 0 Very harmful.
- 0 Moderately harmful.
- 5 Neither harmful nor beneficial.**
- 6 Beneficial.
- 7 Very beneficial.

**3. LEGAL:** The new invention/idea/product will comply with applicable law...

- 0 Under no circumstances.
- 1 With significant modifications.
- 4 With some modifications.
- 6 With minor modifications possibly necessary.
- 7 Without any changes.**

**4. POSSIBLE HAZARDS:** Bearing in mind its possible hazards and side effects, the new invention/idea/product is likely to be...

- 0 Very dangerous.
- 1 Dangerous.
- 4 Moderately safe.
- 6 Safe.**
- 7 Very safe.

**5. DEVELOPMENTAL STAGE:** Submitted information can best be described as...

- 4 A rough idea.
- 5 A descriptive idea.
- 6 An idea with drawings.
- 7 An idea with a prototype.**
- 7 An idea ready for market.

**6. PATENT** (not the comprehensive search by a patent attorney yet): Bearing in mind the inventions already receiving patents and products on the market, the possibility that the invention/idea/product will be granted a patent is likely to be...

- 0 Very low, clearly anticipated by prior art.
- 1 Low, likely to be rejected as obvious.
- 3 Moderate, will pay for patent search if the invention passes this analysis.
- 6 Very good, will pay for patent search if the invention passes this analysis.**
- 7 Excellent, non-provisional patent already issued.

**7. INVENTION R&D:** The research and development necessary to achieve a market ready product, in terms of difficulty and expense, is likely to be...

- 0 Very high.
- 1 High
- 3 Moderate.
- 5 Low.**
- 6 Very low.

**8. MANUFACTURING:** Bearing in mind the current technology and what would be needed to manufacture or practice the invention/idea/product, manufacturing or practicing the invention will be...

- 0 Unfeasible now or anytime soon.
- 2 Feasible, but very complicated.
- 4 Feasible, but with major foreseeable difficulties.
- 5 Feasible, but with minor foreseeable difficulties.**
- 6 Feasible, without foreseeable difficulties.

**9. PROFITABILITY:** Are the margins for profitability such that there will be a substantial profit? Projected revenues are likely to be...

- 0 Very low.
- 1 Low.
- 3 Modest.
- 5 High.**
- 7 Very high.

**10. DEMAND TREND:** For products in the category of the invention/idea/product, the market demand seems to be...

- 0 Very low, likely to become outdated.
- 2 Low, decreasing.
- 5 Moderate, stable.
- 6 High, moderately increasing.**
- 7 Very high, increasing.

**11. SIZE OF MARKET:** For products in the category of the invention/idea/product, the potential market seems to be...

- 0 Very small, local or specialized market.
- 2 Small, regional or relatively specialized market.
- 4 Medium, multiple regions or moderately specialized market.
- 6 Large, national or broad market.**
- 7 Very large, international or very broad market.

**12. PRODUCT-LINE POSSIBILITY:** The potential for the invention/idea/product to expand into a line of products is...

- 0 Very low, limited to the one product.
- 2 Low, slight modifications possible.
- 4 Moderate, many modifications possible.**
- 5 High, numerous products possible.
- 6 Very high, a new market.

**13. OVERALL CONSUMER APPEAL/DEMAND:** Bearing in mind the potential consumers' overall attractiveness to the new invention/idea/product, the demand for the new invention/idea/product is likely to be...

- 0 Very low.
- 1 Low.
- 3 Moderate.
- 5 High.**
- 7 Very high.

**14. QUANTITY OF COMPETITION:** Bearing in mind the existing products that the new invention/idea/product will compete with, the barriers to market entry are likely to be...

- 0 Very high, extremely difficult penetration.
- 1 High, difficult penetration.
- 3 Moderate.**
- 5 Low, easy market penetration.
- 6 Very low, extremely easy market penetration.

**15. QUALITY OF COMPETITION:** Bearing in mind the existing products that the new invention/idea/product will compete with (including price, quality, etc.), the invention/idea/product will likely be perceived as...

- 0 Very inferior, extremely difficult to overcome.
- 1 Inferior, difficult to overcome.
- 3 The same. Some advantages and disadvantages.
- 5 Superior, some advantage.**
- 6 Very superior, obvious advantage.

**16. LICENSING POTENTIAL:** Bearing in mind many of the past 15 questions, the chances that a manufacturer will seek to license the new invention/idea/product is...

- 0 Very low.
- 1 Low.
- 3 Average.
- 5 Good.**
- 7 Very good.

**TOTAL SCORE OUT OF 107: 86**

**KEY TO L&L EVALUATION**

- 0-50 L&L recommends that the invention be abandoned
- 51-75 L&L recommends cautious research and development if not abandonment
- 76-85 L&L recommends that major issues be confronted before continuing R&D
- 86-95 L&L recommends continued research and development**
- 96+ L&L offers invention marketing & licensing services on performance basis

We believe that you have a very innovative invention; one that clearly and effectively provides an effective mechanism for lower the rear of a utility trailer until the loading ramps are at the same angle/plane of the trailer. Furthermore, we are impressed with the ingenuity of your design, most notably your inclusion of the tilter that is used in place of a standard ball mount. However, as you can see, your invention did not quite pass the evaluation. Our concerns in a number of criteria are admittedly small, but they do represent our total risk – this is why we require a total of 96 or greater before continuing with a product on a contingency fee. Along with our concerns as listed above, we have some reservation due to existing products that may make it difficult for you to secure the proprietary position necessary for it to be appealing to a potential licensee.

**Similar/Competing Products and Related Articles:**

Product: Tilt-A-Hitch  
- <http://www.tiltahitch.com/>

**Relevant Patents:**

US6155588: Tilting hitch for trailer\*  
US4929028: Lift hitch  
US5401047: Power lift hitch device  
US6585280: Adjustable hitch assembly for towing trailers  
US6170851: Tilting fifth wheel trailer hitch  
US6398249: Tilting fifth wheel trailer hitch

\* Denotes patent cover is enclosed herein. Please go to the United State Patent Office web site: <http://www.uspto.gov/patft/index.html> to view these patents in their entirety.

**Disclaimer:** It is important to note that we are not patent attorneys and thus are not seeking to give a legal opinion of patentability. For such analysis we would like to refer you to Patent Search International out of Washington, D.C. You can find them on the web at [www.patentsearchinternational.com](http://www.patentsearchinternational.com). It may be advantageous if you tell the President, Ron Brown, that we referred you.

Although we have not accepted your invention on a contingency now, inventions submitted to Lambert & Lambert that score between 86 and 95 (which is less than 30%) are researched further to see if we missed any opportunities. During this time we suggest that you look into other avenues of licensing your invention, such as another licensing agency, yet we do not want to cut our ties completely. Since we are not sure that we can be successful with your invention, we do not want to waste your time by signing an exclusive license representation agreement. But during the next three months we will network with potential licensees with your invention in mind (yet we will NOT disclose your invention and will honor the contract that we both signed), and if we find an opportunity or the market presents a positive sign, we will contact you. In addition, we have added a section on our website that is targeting manufacturers looking for new products ([www.lambertinvent.com/manufacturers.htm](http://www.lambertinvent.com/manufacturers.htm)). This website is designed to bring in new potential licensees while the inventions are stored in our secure off-line database. We would like to add your invention to our database and will contact you if we find an interested licensee. Only patented or patent-pending inventions are included. If you would like us to list your product, please send us an email.

To help you in the commercialization of this or any other new invention, we have taken the liberty of including several resources that will be extremely valuable to you throughout the process of inventing, financing, manufacturing, marketing, and licensing.

**Market Launchers:** [www.marketlaunchers.com](http://www.marketlaunchers.com), 800-337-5758, Paul Niemann. This site seeks to expose your patented or patent-pending invention to manufacturers for a very reasonable price by creating a website for you and adding it on their database. You can choose from various packages to create interest in your invention through the general public or use it as a place to refer interested potential licensees, much like an online brochure. This site is a joint venture with "Inventor's Digest" and is a great way to indirectly land a licensing deal. It is definitely worth a look for someone who does not have time to track down licensees, and so I took the liberty of including their order form with this package.

**Excorde Inc:** [www.excorde.com](http://www.excorde.com), Stephen Maas, 651-644-2999. Excorde offers full-service marketing services, from brochures and business cards to promotional video production. With both large corporate clients and small start-up companies and organizations, Excorde can scale the efforts to fit varying budgets.

**CAD Dimensions:** [www.caddims.com](http://www.caddims.com), Jeffery S. Toth, 419-882-0883. 3D virtual prototyping, photo rendering, drafting/detailing, and other CAD related services. They can develop your ideas into precise computer-generated models for analysis, conceptual design, and manufacturing, which can then be sent to manufactures and machine shops. This is a very cheap way to begin developing your proof of concept and creating a professional presentation. Tell them that L&L referred you and receive a free quote.

**MFG Quote:** [www.mfgquote.com](http://www.mfgquote.com), 770-444-9686. Connect with manufacturers and get bids for the manufacturing of your invention for free. The website allows you to post your patented or patent-pending invention and interface with the Thomas Register to find the right manufacturer for you. This is helpful in getting estimates on cost, as well as establishing relationships with contract manufacturing. It is a good idea to use this site in conjunction with CAD Dimensions above.

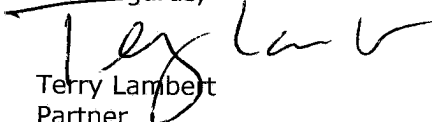
**MN Inventors Congress (MIC):** [www.invent1.org](http://www.invent1.org), 800-INVENT1. This is a great inventors organization for anyone in the nation. They have resources, an expo to show your invention, and a great deal of information to help you in your inventing. *We recommend that you go to the "Inventor's Resource Center" section for a list of more resources that will be helpful with this invention or others in the future.*

**National Inventor Fraud Center:** [www.inventorfraud.com/goodguys.htm](http://www.inventorfraud.com/goodguys.htm) - If after our evaluation you would still like to contact other licensing agents to get your invention to the market, here is a list endorsed by the NIFC.

**Lambert & Lambert Consulting:** Through the prompting of past inventor clients, we are offering a fee-based consultation service to those who wish to promote their invention on their own. Essentially, our do-it-yourself services aim at helping the inventor identify licensing opportunities, develop a strategy of commercialization, confront potential licensees, and successfully get through the negotiation process. Since L&L is not actually performing the promotional work, but rather teaching you how to do it yourself, *this is a low cost solution only for those who wish to take an active role in getting their product to market.* Contact us at [info@lambertinvent.com](mailto:info@lambertinvent.com) for more information.

Finally, I would like to encourage you to continue inventing, and would like to offer you a discounted price of \$125 for submission to Lambert & Lambert on any further inventions that you may have. Also, enclosed is our "Service Feedback Form" since we would like to hear from you on how helpful the evaluation was for you and what you plan on doing next. If it is easier for you, you can simply send the answers to the questions in an email to [terry@lambertinvent.com](mailto:terry@lambertinvent.com). Thanks again, and we hope to hear from you in the near future.

Best regards,

  
Terry Lambert  
Partner  
Lambert & Lambert, Inc.

**Final Note:** The enclosed evaluation seeks to provide an unbiased opinion on the licensing feasibility of your invention. Whereas Lambert & Lambert, Inc. has sought to develop a scientific approach in the analysis of your invention and provide you with accurate available information, some of the criteria are necessarily subjective and the results may vary from person to person. It is the hope of Lambert & Lambert, Inc. that the enclosed evaluation will be a tool as the inventor considers whether or not to pursue licensing or otherwise commercializing his or her invention. However, the final decision on moving forward with the invention is the inventor's, and Lambert & Lambert, Inc. is not liable for any financial losses resulting from future unsuccessful efforts or apparent losses if the inventor chooses not to move forward and later finds the product on the market. Finally, Lambert & Lambert, Inc. will honor the Nondisclosure Agreement signed at the beginning of the evaluation process and thus will not disclose any information that has been provided by the inventor that is not found in the public domain.