

BOLD BULLETIN

FALL 2017, ISSUE 6

HAVE A BOLD IDEA?
LET'S TAKE IT TO THE NEXT LEVEL



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Building On A Solid Foundation: One Step At A Time

Building a strong foundation is the theme for this quarter for Bold IP. Thinking of the foundation of a house is such a good visual, and I love it. What good would building the most well designed walls be if they were resting on a crumbling foundation? It's critical to have a solid base to build on, and a trusted place to begin building and growing. So, much like a house, all businesses (law firm's included) need to have a solid foundation. In this sense, a solid foundation should include the right team, with the right goals, and at least core systems and processes that govern sales, work product, and quality assurance. That said, it hasn't

been all too solid this year for Bold IP. As our firm has grown - particularly in the first two quarters this year, we made some missteps in hiring, marketing, and expenses, and found the business a bit spread out and without clarity. I had hired on additional staff in anticipation of a surge in volume of work given our massive geographic (nearly nationwide) footprint. In reality, while we are growing, it wasn't at the rate I had thought we were going to be at and there was a false sense of urgency in hiring the additional attorneys and staff members. A big part of this was my focus on growing the top-line of the business (revenue), without assuring we're protecting the bottom-line (profitability). So,

by buckling down big time, crunching the numbers and making some tough decisions in reducing expenses and costs, I can proudly say that we are back to having a solid and *profitable* foundation. And, I am very confident now in the team of Attorneys and Staff we have and I believe we are poised to grow sustainably and serve our clients better than ever. So, with the "house" of Bold IP on a solid foundation of systems, processes, the right team and leader in place - we are all excited to see what's next as we continue to grow sustainably, with a strong foundation.

- Founding Patent Attorney,
J.D. Houvener

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Client Showcase!

Bold IP works with brilliant inventors and entrepreneurs daily. We take pride in the services we provide to protect your Intellectual Property, create a foundation for success, and advance your business towards industry-changing innovation. Bold IP could not accomplish these feats without the hard work of our staff and attorneys. This is why we love to showcase our employees proudly on our newsletters and websites. Yet, our law firm would also be nothing without our clients. For this reason, Bold IP also enjoys showcasing our clients' brands, products, and inventions with every chance we can get (of course, without risking patent or trademark eligibility). With that being said, please enjoy this showcase of two of Bold IP's clients!

Lubn, Inc.

Lubn Inc. believes in empowering everyone on the planet to live life to the fullest. The team at Lubn has created Lubn Box, the most intelligent lock box in the world for property owners, managers, including BnB hosts to remotely manage and monitor access control of properties via key exchange. Lubn's patented IoT system (US Patent No: 9,526,010), includes an intelligent app with scheduler, which allows the user to securely manage property access

from anywhere at any time. This intelligent platform also allows the property's guests to easily check-in or check-out without the need to install an additional application on their phone. Lubn's unique solution serves as a personal concierge that works 24/7 for secure and seamless property access management. Over time, the user can analyze trending data, e.g. occupancy rate, contractor efficiency, and etc., to optimize their property's productivity. Finally, there is now a thoughtful solution that gives you back the freedom you deserve. To learn more, including information about pre-ordering yours, please visit www.lubn.com.



Haba-lab, Inc.

Haba-lab, Inc. has developed a new hand-operated system for storing, measuring, and dispensing powder and/or granular household products (US Patent No: 9,693,658). Named, The Press, the dispenser provides the user with a method of measuring and dispensing their powdered or granula substances fast, conveniently, and cleanly. The device depicted in the image was designed for ground or instant coffee. Dispensers for spices, baby formula, sugar, and etc. can also be made according to Haba-lab's technology. Besides dosing and dispensing products, this invention works as an airtight storage container that prevents the stored materials from coming in contact with air during storage, measuring, and dispensing, preserving the fragrance and quality of your coffee, sugar, and more! The user is guaranteed freshness to the very last grain. The dispensers are ready for production, and will soon be in kitchens across the nation!



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School Is Back In Session, But Learning Application Has A New Meaning...

Article By:

Dan Truong, Legal Researcher & Assistant

Before the dawn of smart devices, high-speed Internet, and wireless connectivity, classrooms would utilize chalkboards, overhead projectors, and maybe the occasional TV and VCR set-up for the days when the teachers wanted a break from the lesson plans. If a book report was assigned, the student may have been required to check out a book from the library, flip through the pages, and write out the assignment on pen and paper. Nowadays, there's an app for all of that. Classrooms are now using smart boards with touch screen technology. Each student might be loaned a smart tablet device to interact directly with his or her assignments and lessons. All of the books needed for the curriculum can be available at the click of a button...or touch of a screen. Now, classrooms are different given the evolution of educational tools. Below is a showcase of some of the awesome applications that are being used in our classrooms today!



Teach Your Monster to Read – *Teach Your Monster to Read* is an application that can be played either on your computer or smart device. Downloadable, the application takes your young student through the fundamental phonics required in learning how to read. The game takes the child through various fun levels of different skill sets. The game progresses from teaching the basics, such as sound recognition, to more advanced skills, like putting together sentences. *Teach Your Monster to Read* is currently one of the most used reading apps available today!

Hopscotch – Suitable for children 9 years and older, *Hopscotch* is a smart device application that utilizes arcade-like games to teach users how to code! The numerous levels provide your kids with opportunities to experiment with code, as well as solve coding problems. Give your student the jumpstart on the tech industry! *Hopscotch* was designed to provide a step-by-step learning process that is user-friendly for all ages! This is by far one of the best coding apps available.



Hit the Button – *Hit the Button* is an interactive math game available for your smart device. The application is designed for users between the ages of 5-11 years, and consists of quick fire math questions on number bonds, times tables, basic fractions, multiples, division, and square numbers. Your child plays against the clock to develop quick mental math skills! Scores are tracked to keep your student competitive in developing his or her mathematic ability!

BOLD EMPLOYEE SPOTLIGHT: HOUDA EL-JARRAH



Houda is a registered patent attorney, licensed to practice in Texas. She graduated, *magna cum laude*, with a B.S. in Mechanical Engineering, specializing in Environmental Engineering from Southern Methodist University. Houda went on to earn her J.D. from Southern Methodist University in 2005. She received her L.L.M. in Intellectual Property and Information Law in 2011 from the University of Houston. In her spare time, Houda loves to cook, travel with friends and family, cycling, learning new languages, and exploring design and antique stores.

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GO BIG, GO BOLD!

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Autumn 2017 Special Offer from Bold IP!

Have you been looking for an opportunity to protect your Intellectual Property?

Bold IP is currently offering **\$250 off any of our legal services**. Hire us for your legal needs and mention the code, “**BoldFall17**” while booking to redeem this offer! Anyone is eligible for the savings in this coupon, so tell the inventors in your life! We look forward to working with returning clients and new clients alike. We hope to hear from you soon! **Offer expires 12/31/2017.**

