

Executive Summary for the Invisible Writer

Background

Two groups of invisible inks currently exist—those that require an irreversible chemical change to become visible, and those that become visible only when viewed under an ultraviolet light.

Summary

The present invention combines an ultraviolet fluorescing ink pen with an ultraviolet light source into a safe, convenient and affordable product. The primary application of this technology is to enable children to write and decode secret messages to one another, add security to their journal entries, and invisibly mark their personal property. This technology can also compete with products in at least three existing markets: event readmission verification, counterfeit detection, and marking of personal property for identification after theft.

Benefits

Our invisible inks have been specifically engineered to fluoresce in the narrow bandwidth given off by our LED's. The main benefits of the invention are:

- **Our inks REMAIN INVISIBLE except when viewed under the appropriate light source.** In contrast, ink pens requiring a chemical reaction to view stay visible after the “decoding” ink is applied.
- **Our light sources are SAFE.** The LED's we use are low-powered, narrow-band light sources. Those currently on the market for viewing fluorescing inks are high-powered and/or broadband ultraviolet light sources hazardous to the skin, retina and lens of the eye.
- **Our product is SIMPLE, INEXPENSIVE AND PORTABLE.** The most common lamps for viewing fluorescing inks are tubular fluorescent and mercury-arc lamps which require the use of transformers, ballasts and/or inverters—all of which add to the cost, size and complexity of these lighting units. Our products are no larger than a regular pen, and are a fraction of the cost of traditional viewing lamps.
- **Our product is CONVENIENT.** Because fluorescing inks are ultimately not useful without the light source and vice versa, having only the fluorescing ink or only the viewing lamp is simply impractical. By combining the ink and viewing lamp into a single product, writing and decoding messages could not be made easier or more convenient.
- **Our product REQUIRES THE CONSUMER TO BUY OUR INKS.** Because our proprietary inks are formulated to react to the specific and narrow frequency band of our LED's, other fluorescing inks will react poorly or not at all when viewed with our lamp. This will require users to buy replacement pens, ink cartridges, stamp pads, etc. from our licensee(s).

Patent Status

A provisional patent application has been filed by David Pressman (patent attorney, former patent examiner for the US Patent and Trademark Office (PTO) and author of the best selling book *Patent it Yourself*) to secure domestic and international rights. In David's opinion “the PTO will be willing to grant a moderately broad patent on [this] invention.”

The Opportunity

Lucid Designs is looking for an exclusive licensee to bring this product to market. Interested parties should contact Michael Croix at Lucid Designs (415) 555-5555.