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AbsolutelyNew Announces Free Invention Licensing Seminar

Experts of invention licensing to give advice and tips to home inventors everywhere

SAN FRANCISCO (October 16, 2008) – AbsolutelyNew, Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has announced it will hold a free invention licensing seminar on October 29 at 9pm EST / 6pm PST. The seminar is slated to cover a range of topics including:

- The Pros and Cons of licensing
- What manufacturers look for when licensing products
- How to get a lump-sum upfront payment in addition to royalties

Licensing is the preferred route for many independent inventors because this route allows an inventor to capitalize on his or her big idea without the risks and burdens of manufacturing, distribution and consumer marketing.

Inventors can participate multiple ways:

- **Web / Call:** Click [here](#) for internet link or call 718-709-0655 and enter access code 211-371-955. (Ignore the voice prompt for a PIN number)
- **Questions:** Inventors can submit invention licensing questions at any time, to seminar@absolutelynew.com

"We are committed to helping inventors realize their marketplace dreams," said Richard Donat, AbsolutelyNew's CEO. "We hope many inventors take advantage of this opportunity to get inside learning from our most seasoned licensing experts."

About AbsolutelyNew, Inc.

Headquartered in San Francisco, AbsolutelyNew is a consumer products company that finds and drives to market the most innovative goods from the world's inventors. The company's team of 80+ employee experts has helped thousands of inventors bring their ideas to life. Products in the company's portfolio span a wide range of categories, and can be purchased in stores, in catalogs, online, and on TV. AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit www.absolutelynew.com.

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