

FYI For Your Information

March 2003

VisTaTech is a Technology-Rich Venue for Innovative Learning, Corporate Training and the Culinary Arts

When Schoolcraft College challenged architects and designers to create a facility that would appeal to connoisseurs of high technology, innovative learning and fine food, the architects and designers responded by creating VisTaTech.

Schoolcraft's new VisTaTech Center can host a myriad of activities, ranging from education, training and business meetings to industry events, collaborative work sessions and entrepreneurial support. The building's features include customizable learning bays; classrooms and computer labs; an entrepreneurial resource library; exhibit/banquet space for up to 400; an auditorium with theater seating for 294; and advanced communications technology throughout.

VisTaTech also is home to one of the nation's finest culinary education facilities, featuring six specialized kitchens for instruction and production; a white-tablecloth restaurant serving lunch and dinner; a retail counter for gourmet carry-out; and full-service catering for meetings, events and banquets.

This newest facility gives Schoolcraft's main campus in Livonia a new front door, inviting visitors into the building's central atrium, called Main Street, which in turn leads them to campus. The Livonia campus on Haggerty Road between Six and Seven



Mile, together with Schoolcraft's center on Radcliff Street in Garden City, and the college's online offerings serve approximately 32,000 learners per year. Offerings include traditional college transfer programs; career certificates and associate degrees; continuing education; and services for businesses and entrepreneurs.

For VisTaTech booking information, call 734-462-4548. For general college information, call 734-462-4400.

Please note: The Business Development Center will be moving to the VisTaTech Center. Please visit us in our new location.



**Schoolcraft
College**

**Business
Development
Center**

18600 Haggerty Road
Livonia, MI 48152

Phone:
734-462-4438

Fax:
734-462-4439

Email:
inforeq@schoolcraft.cc.mi.us

PATENTS: Possibly the Most Effective Way to Protect Your Invention

By: Catherine Collins, Esq., Van Dyke, Gardner, Linn & Burkhart

Patents are not new to Michigan. In fact, they play a vital role in our economy. On the average, Michigan falls between the fourth and sixth largest generator of patents in the U.S, with companies like Ford, Dow Chemical, Dow Corning and GM together owning over 20,000 patents.

Ownership of patents is not exclusive to large corporations. In fact, many start-up technology companies have been founded on core patents - patents that covered their core technology 3/4 and owe their growth to such core patents. For example, in the western region of Michigan, companies such as Prince Corporation (now Johnson Controls), Donnelly Corporation of Holland, and Gentex Corporation of Zeeland are examples of companies whose success can be at least in part attributed to a strong patent program.

Their success teaches us that a well-developed patent portfolio can be leveraged for a significant competitive advantage, especially in a competitive market. Patents, and other intellectual properties, can be a key asset for many companies, and often provide a critical foundation for a company's ability to maneuver in the marketplace.

Patents protect systems, methods, processes, chemical and/or biotech compositions, articles, devices, machinery, ornamental designs and business methods, and further protect their owners from more than just mere copying or reverse engineering. A patent gives its owner the right to exclude others from making, selling or using the patented invention, though for a limited period of time.

The patented invention is defined by the claims, which should be drafted in a way to capture the "inventive concept," not just the actual apparatus, compound or process. Hence, the protection afforded a patented invention is broader than the protection provided by copyright or trade secret.

While patents in and of themselves do not create value, they add value by allowing the patent owner the right to exclude others from making, selling or using the patented invention. Therefore, the initial step in protecting an invention is to determine whether the invention has a market value - whether it has value to your company or another company. One option is to license the right to make or sell the invention to a third party who may have the resources or market share to better capitalize on the invention.

Once you determine that the invention has value, the invention should be properly documented so that you can proceed with protecting it, whether through the patent system or by way of trade secret protection.

Keep in mind that under the current U.S. patent system, once you have offered your invention for sale, sold or publicly disclosed your invention, you have one year to file a patent application on it; otherwise, you have lost the right to file, and the invention has become part of the public domain.

If you are seeking foreign protection, an application must be on file before the invention has been publicly disclosed. If an application is not filed within this period, the right to file in most foreign countries is lost. Therefore, time is of the essence in identifying potential inventions and, further, in proceeding with their protection.

As a last word, the value of a patent does not lie solely with the enforcement of the patent through the judicial system. One aspect of owning a patent often overlooked is its deterrent effect on one's competitors. In some markets, this may be enough to reap the reward of the patent. Just the presence of a patent may be sufficient to change the conduct of a competitor.

Ms. Collins is a partner with Van Dyke, Gardner, Linn & Burkhart in Grand Rapids and is licensed to practice in Texas and Michigan and before the U.S. Patent and Trademark Office. She specializes in patent and trademark procurement and enforcement, both domestically and abroad.

Vision to Reality

This three-hour seminar is designed for those interested in learning a practical step-by-step process for starting a new business. The session will provide participants with a network and resources to use when questions arise. \$20/person.

Morning sessions will be held at the Livonia Chamber of Commerce.

March 12, 2003 9:30 am – 12:30 pm

April 9, 2003 9:30 am – 12:30 pm

May 7, 2003 9:30 am – 12:30 pm

June 4, 2003 9:30 am – 12:30 pm

Evening sessions will be held at Schoolcraft College.

March 26, 2003 6:00 pm – 9:00 pm

April 30, 2003 6:00 pm – 9:00 pm

May 21, 2003 6:00 pm – 9:00 pm

June 18, 2003 6:00 pm – 9:00 pm

RESERVATIONS REQUIRED for all seminars

For more information contact the Business Development Center at 734-462-4438.

List your Capabilities and/or Inventory with USAInfo

List your capabilities and/or inventory, free, within USA Information Systems, Inc.'s (www.usainfo.com) new Expanded Supplier Profile (ESP) service and increase your selling exposure to U.S. government agencies, aerospace companies and defense contractors.


With more than 16 years experience in the parts research business, USAInfo now will add your company product listings, i.e. materials you manufacture, distribute, assemble, stock, resell or repair, by National Stock Number/National Item Identification Number (part numbers also accepted) to USAInfo's extensive Parts & Supplier Databases at no cost to you. The newly developed Capability/Inventory listings, linked with U.S. Department of Defense bid opportunity notifications, help make this

system the world's most comprehensive source for defense related supplies and equipment.

Listing your company with USAInfo will make your parts and equipment listings available to all of USAInfo's more than 40,000 users, as well as seamlessly link NSN/NIIN items to tens of thousands of Daily Bid Solicitation Notifications from DoD, Defense Logistics Agency and other agencies and organizations worldwide.

Please review the informational page at www.usainfo.com/inventory/default.htm.

For more information, or to list your company with USAInfo, contact Jerry Czajkowski at 800-872-8830 ext. 184 or jerryc@usainfo.com.

 USA Information Systems, Inc.

USA

Administration to order agencies to set limits on purchase cards

By Matthew Weinstock
mweinstock@govexec.com

Fewer people in the federal government will be able to utter the words "charge it" in the coming months. That's because the Office of Management and Budget will soon set limits on the number of purchase cards agencies can issue to employees.

Angela Styles, OMB administrator for federal procurement policy, called the number of purchase cards currently floating around the government "unacceptable" during a Jan. 30 briefing. At some agencies, she said, one out of every four employees has a purchase card. By comparison, OMB has three cards for 500 employees.

"If more than 25 percent of your employees have purchase cards, then there is clearly a problem," she said.

The limits, which could be announced as early as next month, would apply governmentwide. OMB will make exceptions only in rare cases, Styles said.

OMB Director Mitch Daniels said the total number of cards issued could be reduced by at least 10 percent.



Purchase cards allow federal workers to charge up to \$2,500 without going through the paperwork required for larger procurements. The 1998 Travel and Transportation Reform Act requires federal employees to use government charge cards, instead of personal credit cards, for travel expenses. In fiscal 2001, Defense Department employees put \$6.1 billion on purchase cards and another \$3.4 billion on travel cards.

The General Accounting Office, members of Congress and others have called attention to significant abuses in charge card oversight. For instance, audits have found that Defense employees used charge cards to pay for prostitutes, lap dances, golf outings, clothes, compact discs, leather goods, jewelry, flowers, food and other unauthorized purchases and services.

Government Executive www.govexec.com -
January 30, 2003

Government Contracting Seminar

April 10, May 8, OR June 12, 2003
9:00 a.m. – 12:30 p.m.
\$35/person

Did you know that the Federal Government purchases more than \$200 billion dollars of goods and services every year? Find out what it takes to successfully sell your goods and services to the Federal Government and the State of Michigan. In addition, learn about the services and resources the Business Development Center has available to help your company with the contracting process.

Registration Assistance

April 17, May 15, OR June 19, 2003
8:30 a.m. – 11:30 a.m.
\$15/person

Business Development Center clients looking for assistance completing their Central Contractor Registration (CCR), SBA's Procurement Marketing and Access Network (Pro-NET) or any other online registration are invited to the BDC's open lab. Counselors will be available to help clients understand and complete their registrations, using the BDC's computer lab.

RESERVATIONS REQUIRED for all seminars

For more information contact the Business Development Center at 734-462-4438.

SBA Exchange Pilot Program

The U.S. Small Business Administration is proud to announce the launch of the SBAExchange Pilot Program - an electronic purchasing tool designed to facilitate small business e-procurement opportunities and improve the efficiency and accountability of current government procurement processes.

The SBA Exchange is a streamlined electronic tool that allows agencies to award simplified acquisitions up to \$100,000 (including micro-purchases) and to make purchases and payments electronically with the Government wide commercial purchase card. Agencies will be able to use SBAExchange to award purchases over \$25,000 that have been posted in Federal Business Opportunities (FedBizOpps), provided the notice states that the award will be made electronically. Additionally, it will help small businesses compete for purchases that are currently being obtained through other contracting methods.

To participate, small businesses must obtain an Internet-based Supplier Web Site from www.SBAExchange.gov. The annual cost to participate in the SBAExchange Pilot Program is \$1,500. Additionally, a transaction fee of 2 percent will be added to all orders. The first 2,500 small businesses to sign up will receive a \$450.00 discount.



DLA's Business Systems Modernization

The Defense Logistics Agency's mission-critical legacy systems are being replaced with an expanded enterprise Information Technology (IT) environment and commercial-off-the-shelf (COTS) software

packages. This Business Systems Modernization (BSM) strategy will result in a new enterprise business architecture which will enable DLA to reengineer its logistics processes to reflect best commercial practices. It will also contribute to improved military readiness by achieving the Joint Vision 2020 concept of Focused Logistics. Solicitation and Response (SRweb) is a web-based application that provides the capability to search for, and view Request for Quotations (RFQs), Request for Proposals (RFPs) and Invitations for Bids (IFBs). SRweb also provides the capability to submit a secure quote online for RFQs. Once a quote has been submitted, SRweb provides the capability to search, view and revise or delete the submitted quote. In addition, SRweb provides the capability to search for and view awards. SRweb will be replacing DIBBS and Procurement Gateway by September 2004. For more information, please see the website at www.dla.mil/j-6/bsm/SIRC/default.asp.

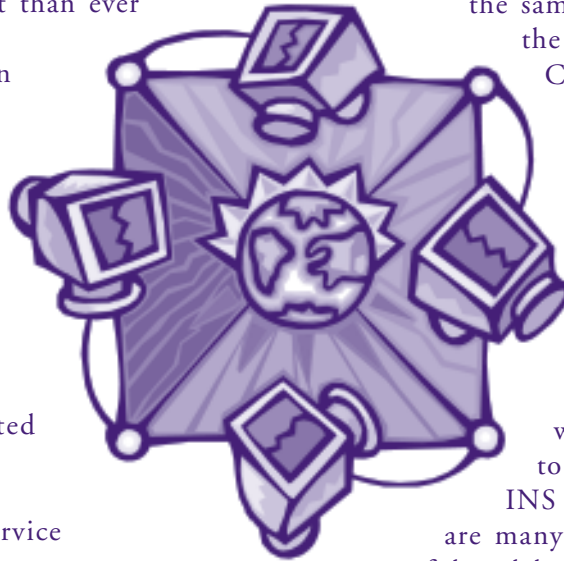
GSA Small Business Solutions Development Center (SBSDC)

The Small Business Solutions Development Center (SBSDC) is one of four SDCs nationwide that awards and administers contracts for the GSA, Federal Technology Service (FTS). The mission of the Small Business SDC is to manage contracts with small business industry partners for information technology products and services that will assist federal agencies in achieving their missions worldwide. Since 1999, the Small Business SDC has been providing an unprecedented opportunity for federal agencies to meet their procurement preference goals and assisting small and disadvantaged businesses in competing within the federal marketplace. For information on potential small business IT opportunities call: 1 (877)FAST-SDC or log onto: <http://r6.gsa.gov/fts/fast/b/>.

Immigration And Naturalization Service News

By: Carol A. Friend, Esq., Honigman Miller Schwartz and Cohn LLP

As immigration laws and procedures rapidly change in the wake of the September 11, 2001 terrorists attacks, it is more important than ever for employers employing foreign nationals to keep apprised of changes in laws and procedures. A good source for employers to obtain general information about immigration-related matters is the Immigration and Naturalization Service (INS) Website at www.ins.usdoj.gov. Below is information on recent developments.



INS Online Case Status System

The INS recently launched its new case status Web service. This is an alternate means to obtain case status information regarding cases currently pending at one of the four INS service centers, in California, Nebraska, Texas and Vermont. Previously, the only method to check on the status of a pending case was to call

the INS Direct inquiry telephone line at the relevant service center. The information now available on the Web is the same information provided on the INS Direct inquiry line. Case status information can be obtained from the INS Website at www.ins.usdoj.gov.

INS Cautions Against Imposter INS Websites

The INS recently issued a warning alerting the public to imposter Websites. The INS acknowledged that there are many Websites that provide useful and legitimate immigration information and related services. However, several private immigration-related sites mislead the public by charging for forms or information available at no cost to the public from the INS or other government websites. The INS reminded the public that only Websites ending in the suffix "gov" are official government Websites, and that those ending in "com," "org" or "net" are not endorsed by the government. Any concerns regarding questionable websites with immigration-related material should be brought to the attention of the INS.

International Trade Certificate Program

Schoolcraft College's Export Resource Center provides real-world training and applications through courses and seminars taught by global trade experts. The International Trade Certificate Program offers an in-depth understanding of the key aspects of doing business beyond borders.

International Marketing
April 8 and 10, 2003
5:30 p.m. - 8:30 p.m.
\$90/person

This session includes assessing product and company export readiness, conducting international market research, and devising market entry strategies.

RESERVATIONS REQUIRED for all seminars

Reminder About AR-11 Change Of Address Reporting Requirements

The INS continues to remind aliens in the United States of the requirement to notify the INS of an address change within 10 days by filing Form AR-11. Short-term temporary addresses need not be reported as long as the alien is maintaining his or her permanent address and continues to receive mail at the permanent address. In order to report a new address, an alien must file Form AR-11, which is available with instructions on the INS Website at www.ins.usdoj.gov. Although use of certified, registered or courier mail service is not required by the INS, it is beneficial to the alien to have documentation to prove that the AR-11 was sent in a timely manner to the INS. Compliance with the notification requirement is a condition of an alien's stay in the United States. Failure to comply could jeopardize an alien's ability to obtain a future immigration benefit. A willful failure to comply could result in a fine and/or imprisonment.

Roving Border Patrols

The INS recently instituted roving border patrols, or immigration checkpoints, around areas leading from the Port Huron and Detroit, Mich. borders. All motorists are required by law to stop their vehicle for primary inspection at an immigration checkpoint. Border patrol agents generally conduct a brief visual inspection of the

vehicle and ask the motorist questions regarding citizenship or immigration status. If further investigation is warranted, the motorist is directed to pull the vehicle into a secondary inspection area.

For foreign national workers to verify their status in the United States at an immigration checkpoint or in any situation where requested to do so by INS or law enforcement officials, workers should at all times possess a valid passport, valid I-94, visa corresponding to their current status, INS approval notices and INS receipt notices for any pending petitions. United States Permanent Residents should have in their possession a valid Green Card along with at least one other form of photo identification.

Carol A. Friend is a Partner with the Detroit-based law firm of Honigman Miller Schwartz and Cohn LLP, and she heads the firm's Business Immigration Practice Group. Ms. Friend concentrates her practice in the area of employment-based immigration and represents domestic and foreign companies in obtaining authorization for employees to work temporarily and permanently in the United States. For further information regarding Ms. Friend or Honigman Miller Schwartz and Cohn LLP, visit www.honigman.com.

Please note: A similar version of the article ran in Honigman Miller Schwartz and Cohn LLP's November 2002 Business Immigration Law Focus newsletter.

International Finance
April 15 and 17, 2003
5:30 p.m. - 8:30 p.m.
\$90/person

This session examines letters of credit, common methods of payment, currency exchange rates and risks, choosing a bank, and alternative financing options.

International Logistics
April 22 and 24, 2003
5:30 p.m. - 8:30 p.m.
\$90/person

This session focuses on risk management, export procedures and documentation and electronic data interchange, and helps you assess freight forwarders versus international logistics firms.

For more information on any of these seminars, contact the Business Development Center at 734-462-4438

Upcoming Seminars and Events

Negotiations Workshop

March 4, 2003
8:30 a.m. - 4:00 p.m.

The fee is \$50 per person or \$25 for NCMA members. Includes continental breakfast and box lunch.

The Detroit Chapter of the National Contract Management Association and the Schoolcraft College Procurement Technical Assistance Center will sponsor an all day Negotiations Workshop in March. This negotiations seminar is an outstanding opportunity to understand what makes a great negotiator, whether in the business arena, while contracting or in your personal life. Registration is mandatory by Friday, February 28, 2003.

TEAM SBA Financing Roundtable

March 6, 2003 OR June 5, 2003
9:00 a.m. - 11:00 a.m.
No charge

If you are starting or expanding a business and need financing, register for the TEAM SBA Financing Roundtable. You will meet with bankers, SBA loan officers and small business consultants to discuss your financing needs. The roundtables are limited to a small number of business owners, and you must register to attend. Call the SBA at 313-226-6075 to register.

RESERVATIONS REQUIRED for all seminars

For more information on any of these seminars, contact the Business Development Center at 734-462-4438



Schoolcraft College

Business Development Center
18600 Haggerty Road
Livonia, MI 48152-2696

NONPROFIT ORGANIZATION
U. S. POSTAGE
PAID
Schoolcraft College

BOARD OF TRUSTEES

Carol M. Strom Chairperson
Mary Breen Vice Chairperson
Brian D. Broderick Secretary
Richard J. DeVries Treasurer
Kevin McNamara Trustee
Gregory J. Stempien Trustee
Patricia Watson Trustee
Conway A. Jeffress, President