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Secrets of Successful Women Inventors: How They Swam with the Sharks and Hundreds of Other Ways to Commercialize Your Own Inventions. Edith G. Tolchin, Square One Publishers, 2024.

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Secrets of Successful Women Inventors is author Edith Tolchin's most recent text. Tolchin has worked with inventors for over 25 years and previously published *Secrets of Successful Inventing*, also from Square One Publishers, in 2015.

Written in two parts, "Personal Stories from Successful Women Inventors" and "What You Need to Know – Advice and Resources," *Secrets of Successful Women Inventors* highlights the creativity and determination of 16 successful women inventors, many of whom have been on the television series Shark Tank. The 280-page monograph serves as a source of inspiration for anyone thinking of taking the invention journey.

As the volume's editor, Tolchin explains that most inventors throughout history have been men, largely due to the responsibilities of family life that women carry.¹ Each of the creatively named chapters in part one is dedicated to highlighting the story and successes and challenges of each woman inventor.

Each chapter averages six or seven pages in length, reviewing the stages of the invention process. The chapters include *Getting Started*, *Motivation*, *Product Development*, *Funding the Project*, *Acquiring the Patent*, *Growing the*

¹ Currently, women's patents comprise approximately 12 to 13 percent of inventors (p. 278).

Business, *Manufacturing the Product*, *Marketing the Product*, *Shark Tank Experience*, and *Advice and Encouragement for Women Inventors*. Biographies for each inventor are included at the end in the About the Contributors section. Sharing their stories and tips, the experiences of each inventor bring a wealth of information from their own journey, as a great resource and source of inspiration.

Women Inventors in History, showcasing women inventors of note, are interspersed among the chapters in part one, and include, for example, Judy W. Reed (c1826-c1905) as the first Black woman to receive a patent in 1884.

In part two, What You Need to Know – Advice and Resources, the first chapter, Traits of Successful Women Inventors, lists the author's strengths as a woman that have helped her to succeed as an inventor: being cost-conscious, empathetic, and creative; having good communication skills; possessing multitasking ability; working as a team member; and having resiliency.

In the following chapter, the author promotes manufacturing overseas as an option in *The Road to Offshore Manufacturing*. She offers guidance in 10 parts, including additional resources on the sourcing, manufacturing, and importing process.

In the final chapters, Tolchin draws on the experience of experts in *Promoting Your Invention*, *Tips on Choosing a Reputable Invention Service Provider*, *Funding Resources for Women Inventors*, *Intellectual Property 101 for Female Inventors*, *Advancing Innovation from Concept to Revenue*, and *Social Media for Women Inventors—Promoting Your Invention*.

Promoting Your Invention, written by Dana Humphrey, gives tips for public relations, including how to create a press release, a calendar advisory, and public service announcements. Kedma Ough, author of *Target Funding*, (McGraw Hill; 1st edition (July 22, 2019) gives excellent advice in

Funding Resources for Women Inventors. She outlines a five-step process for funding and encourages inventors choose the right invention to fund, to do their own patent search, and to work with the USPTO's Patent Pro Bono Program and the United Inventors Association of American (<https://uiausa.org>), in addition to giving strategies for target funding.

Intellectual Property 101 for Female Inventors is written by a Carolyn Favorito, Esq., and includes an overview of patents, determining whether your invention is patentable, avoiding infringement, a review of design patents, enforcing your patent, and patent challenges specific to women. It also includes information on trademarks, trade dress, and copyright, and how all the IP pieces work together. This chapter is a must read for anyone working with patents or assisting with patent research.

In the Conclusion, Tolchin encourages women to continue developing products that make life easier. *Secrets of Successful Women Inventors* highlights successful women, their strengths, and how they made their products happen. It serves as an excellent how-to guide for all inventors.

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