



# Children's Museum of Houston

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## Pre/Post Classroom Activities

### Post-Visit Activity 6: Invention for Sale!

#### Introduction

This activity allows students to become familiar with the final steps in inventing. Students will learn about the procedures of patenting a product or process to protect their new idea. They will also create a way to market their new invention.

Share with students:

After an inventor spends lots of time and effort on creating a great new product, he or she certainly doesn't want anyone to copy it. In order for an inventor to be the only one to make and sell the invention, the inventor has to apply for a patent to the U.S. Patent and Trademark Office. This is a pretty long process and can take a long time (usually several months). The inventor has to send a very detailed description to the Patent Office. This is why documenting everything is so important. Then, an examiner has to review the application and description to make sure that the invention really is new and useful. After a patent is awarded, it can last up to twenty years. During that time, if anyone wants to use the patented invention, they will have to pay the inventor a permission fee.

Tell students that now that they have earned their patent, they are ready to sell their product. Students will be selecting a method to market their new invention.

#### 4<sup>th</sup> Grade TEKS Objectives

(Language Arts)

15. B Write to influence such as to persuade, argue, and request (4-8)

25. Viewing/representing/production. The student produces visual images, messages, and meanings that communicate with others. The student is expected to:

25. A select, organize, or produce visuals to complement and extend meanings (4-8); and

25.B produce communications using technology or appropriate media such as developing a class newspaper, multimedia reports, or video reports (4-8).

#### Materials

- Blackline Master H- Invention for Sale menu assignment (one per student)

#### Procedure

Students should come up with a creative way to package their invention for sale.

Then, distribute Blackline Master H (one per student). As a group, review the grading rubric on Blackline Master H and discuss the following questions:

- What age group did you market your product to?
- What is special or unique about your new invention?

- How will your invention and packaging look?
- What will make it stand out and catch people's attention?
- What slogan will you use to "grab" consumers so they will buy your invention?
- How will you include information in your ads about the health benefits or potential hazards?

Explain to students that they have a "menu" to select from. They may choose one of the methods to create an advertisement for their new invention. When students have completed their packages and scripts, set aside a time for them to share their advertisements with their classmates.

### **Extensions**

Have students find out more information about patents and trademark at the USPTO website listed below. Then, encourage students to conduct a web search to see if their invention has already been patented.

Arrange to have a video camera and recorder available. Tape the commercials, then play the videotape during Parents Night; or produce multiple copies to send home on a rotating basis so families can enjoy the students' efforts.

Encourage students to submit their work to the Annual Young Inventors Showcase of Houston at the Children's Museum of Houston. Find more information about this great contest and opportunity at the Children's Museum website [www.cmhouston.org](http://www.cmhouston.org).

### **Websites**

<http://www.uspto.gov/web/offices/ac/ahrpa/opa/kids/index.html>

United States Patent and Trademark Office Kids Pages

This site offer great information about patent and trademark process.

### **Evaluation**

Students will be evaluated on a 100 point scale according to Blackline Master H (grading rubric).

### **Resources**

Office of Public Affairs. (2007). United States Patent and Trademark Office Kids Pages.

Retrieved July 22, 2009 from

<http://www.uspto.gov/web/offices/ac/ahrpa/opa/kids/kidprimer.html>.



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### Invention for Sale

#### Invention for Sale Grading Rubric

Teacher Name: \_\_\_\_\_

Student Name: \_\_\_\_\_

CATEGORY	20	15	10	5
<b>Target Population</b>	Product is clearly marketed for a specific age group	Product is marketed for a general age group	Product seems to address a general age group, but somewhat unclear	Not clear what population the product is aimed for
<b>Advertised Originality</b>	Advertisement focuses on unique characteristics of the new invention	Advertisement shows special quality of the invention	Special features of the invention are evident, but not advertised well	Advertisement does not reveal any of the unique qualities of the invention
<b>Packaging</b>	Invention is well packaged and grabs the viewer or listeners attention	Invention is packaged nicely, but is not unique or attention getting	Invention is not packaged well and does not catch a viewer or listeners attention	There is no packaging or packaging is not mentioned
<b>Slogan</b>	Slogan is extremely catchy and creative	Slogan is memorable	Advertisement is too busy, some confusion about what the slogan is	Advertisement lacks a slogan
<b>Additional Important Information</b>	Advertisement includes all additional information about health benefits or potential hazards	Advertisement includes some additional information about health benefits or potential hazards	Advertisement includes very little information about health benefits or potential hazards	Advertisement lacks any additional information about health benefits or potential hazards



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## Pre/Post Classroom Activities

### Invention for Sale Menu Assignment

Due: \_\_\_\_\_

\*As you work on your assignment, keep these questions in mind:

- What age group did you market your product to?
- What is special or unique about your new invention?
- How will your invention and packaging look?
- What will make it stand out and catch people's attention?
- What slogan will you use to "grab" consumers so they will buy your invention?
- How will you include information in your ads about the health benefits or potential hazards?

#### Choice One

1) Create a commercial for TV. Plan a television commercial to advertise your wonderful new patented invention. Write a script for a 2-3 minute skit/commercial to be performed for your classmates.

#### Choice Two

2) Sell your new invention by catching readers' attention. Use your design skills to create an advertisement for a popular magazine. Make a one page advertisement for your super new patented invention. Then, share the information with your classmates.

#### Choice Three

3) Did you hear that? Sell your new patented invention on the radio. Write a 2-3 minute commercial script for a well-liked radio station. Then stand up and let the radio listeners (your classmates) hear all about your new invention.