

# ibNEWS

## international business news from the heartland

Arkansas, Iowa, Kansas, Minnesota, Missouri, Nebraska, Oklahoma, North & South Dakota

### Event & Information Web sites

- Nebraska events and news: [www.mitaonline.org](http://www.mitaonline.org)
- Iowa events & news: [www.iowatraders.com](http://www.iowatraders.com)
- Kansas City events & news [www.itckc.org](http://www.itckc.org)
- Minnesota events & news [www.mgta.org](http://www.mgta.org)
- South Dakota events & news [www.sd-exports.org](http://www.sd-exports.org)
- North Dakota events & news [www.exportnd.com](http://www.exportnd.com)

## Heartland Exports Slip in August. Imports Grow Faster.

For the first time since September 2003, Heartland new export orders fell below growth levels despite the dollar's continuing weakness.

August exports fell to 49.9, just a hair beneath 50.0 growth neutral, and down from July's 54.2.

August imports on the other hand, ratcheted up to 57.0, from July's 55.6.

According to Creighton University's Ernie Goss who tracks the Index for *ibNEWS*, "some of the major trading partners for this region's exporters experienced an economic slowdown causing a pullback."

Nationally, new export orders for manufacturing grew faster than July with an August reading of 55.7. This was the 45<sup>th</sup> consecutive growth month for exports.

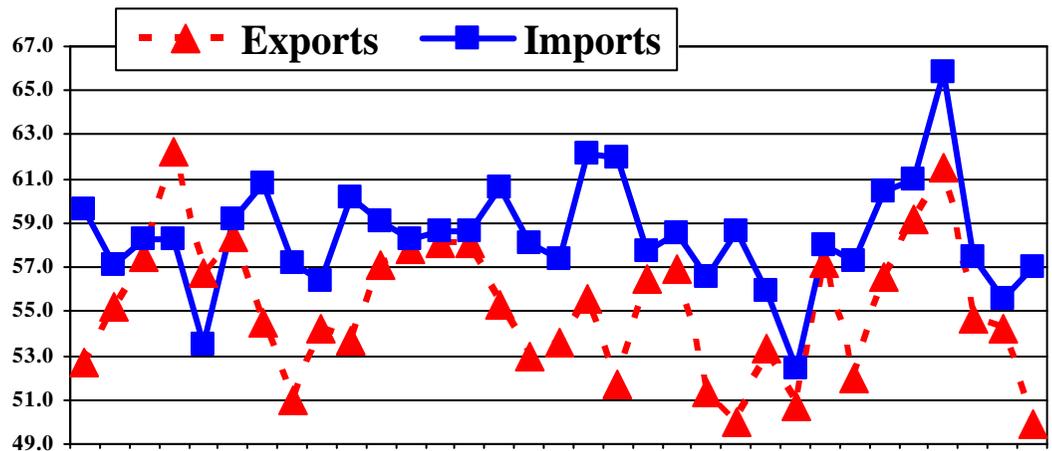
National imports slowed to 54.0, down from July's 57.5.

Contributing to heavy export growth nationally, were: furniture and related products; food, beverage and tobacco products; electrical equipment, appliances and components; primary metals; miscellaneous manufacturing; machinery; fabricated metal and chemical products.

### Heartland Index

September 2005 Import Index: 56.6
October 2005 Import Index: 58.6.
November 2005 Import Index: 55.9
December 2005 Import Index: 52.4
January 2006 Import Index: 58.0
February 2006 Import Index: 57.3
March 2006 Import Index: 60.4
April 2006 Import Index: 61.0
May 2006 Import Index: 65.8
June 2006 Import Index: 57.5
July 2006 Import Index: 55.6
August 2006 Import Index: 57.0
September 2005 Export Index: 51.3
October 2005 Export Index: 50.0
November 2005 Export Index: 53.3
December 2005 export Index: 50.7
January 2005 Export Index: 57.2
February 2005 Export Index: 52.0
March 2005 Export Index: 56.6
April 2005 Export Index: 59.2
May 2006 Export Index: 61.5
June 2006 Export Index: 54.5
July 2006 Export Index: 54.2
August 2006 Export Index: 49.9

Heartland Trade Report, 2005-06  
produced in cooperation with Creighton University  
and sponsored by First National Bank.



### Inside this issue:

- August Exports Slip 1
- First National Bank 2
- Mid-America Aviation Grows International Business 3
- International Patents—Part 1 of II 3
- KC Underground—largest in the world 4
- Reaching International Companies Through *ib News*. 4



Trade Services

Foreign Exchange

Treasury Management

Trade Financing

Comprehensive solutions for your Global Banking needs.  
Omaha • Kansas City • Denver • Dallas  
1-888-464-7804

## Goodrich Helps North Dakota Aviation Company Land Taiwan Business

Sometimes it takes a little push from a bigger company to get a small company to take off in international business.

In the case of Mid-America Aviation of Fargo, N.D., Goodrich Cargo Systems of Jamestown, N.D., stepped in and made a few Asian aircraft introductions in Taiwan through the Goodrich rep, to help Mid-America President Tom Kenville obtain some key contracts. Goodrich Aerospace operates plants throughout the world.

Mid-America Aviation specializes in the overhaul and repair of airplane accessory drive and helicopter dynamic drive components for both military and civilian customers.



Mid-America Aviation works on a variety of civilian and military aircraft to perform overhaul and repair. Shown here is one of its horizontal lathes used for machining and calibrated to national standards.

"If its work on aircraft over 20 years old," said Kenville, "most OEMs don't want to work on them. That's where we step in, and in Taiwan, they have 20-year old airplanes that require maintenance. We'll work on these aircraft, for example, in rebuilding accessory drive gearboxes."

He explained that his certified company had already done quite a bit of export work for aircraft in 16 countries. In most cases, workload was arranged for foreign aircraft through the U.S. Air Force, and paid for by the USAF.

"Susan Geib of the North Dakota Trade Office, put us in touch with Goodrich," noted Kenville, "and also helped set up prospective customer meetings in Toronto and Montreal for another company I own." These were Gold Key service meetings arranged by the U.S. Commercial Service.

Kenville concluded that a key for any small business is taking advantage of contacts and services offered by state and federal export assistance organizations.

[tomk@midamericaaviation.com](mailto:tomk@midamericaaviation.com)

## PATENT RIGHTS FOR INTERNATIONAL MARKETS (PART I)

*Written by Edward Marquette and Kristine Kappel*

*IP Attorneys - Sonnenschein, Kansas City*

Patents can be very useful and powerful business tools. Intended to reward you, as inventor for your innovations, once granted, they give you, the patent holder, an absolute monopoly over the right to make, use, or sell your products embodying the invention, or to practice the steps of the invented process (where the invention is a so-called process or method).

Since your monopoly rights emanate from a government issued grant, those rights begin and end within the territorial borders of the issuing government. Of course, a US patent is of no value in Canada, Japan, or Germany. To exercise patent rights in those countries (or for that matter, anywhere outside the USA), you must have a patent issued by the governmental entity having jurisdiction over the specific country in question. None of this, however, means that the actions taken in the

USA will not have any bearing on patent rights elsewhere. Indeed, the contrary is true.

In the USA, after you commence public and/or commercial use of an invention, you still have 12 months in which to file a patent application. This grace period, however, is not recognized in most of the industrialized countries of the world.

In most other countries, so-called "absolute novelty" prohibits any public disclosure of the invention prior to the filing of a patent application. Consequently, you as inventor had better not start advertising and selling your product without at least filing a patent application. Although you still have a year to seek patent protection in the USA, international patent protection in most of the important countries will have vanished.

So, what is an inventor to do when time is of the essence and potential buyers exist only in time sensitive windows? You can employ two strategies, separately or simultaneously.

First, until a patent application is filed, any disclosure of the invention should be built on a relationship of trust and confidence. Preferably, there should be written confidentiality agreements between the inventor and all who have access to the invention. Where written confidentiality agreements are not possible, you the inventor should receive oral assurance of the confidential relationship and then write down in a memorandum the names of all people present in the fact of the confidential relationship.

If it is simply not possible to establish such a relationship of trust and confidence, then it is imperative that a patent application be filed. This is where the second strategy comes into play.

The U.S. offers inventors what is called a provisional patent application. The provisional patent application is not an application for a provisional patent. There is no such thing as a provisional patent. The provisional application is hardly more than a place marker. The invention is disclosed in the application.

As such, it satisfies the worldwide requirements to have an application on file that covers the invention being disclosed. It is crucial, however, that the scope of the disclosure in the provisional application be a least as broad as the public disclosure that the inventor makes. If you as inventor publicly disclose more than what you put in the provisional application, then patent protection for that excess is likely gone in the international context.

(To be continued in the next edition of ibNEWS)





A part of the 300 million square feet of underground in K.C. Photo courtesy of Hunt Midwest

## KC Underground Storage Largest in the World

If you're considering a central location for storing your products at a constant 65 degree temperature and humidity, with 24-hour security, look no further than the Kansas City underground.

With over 300 million sq. ft. of mined space available, it is the largest wine cellar in the world. It represents roughly 90 % of the world's developed and leased commercial underground space in some 16 facilities around the Kansas area, with more opening daily.

Frozen foods, wines, grocery store foods, U.S. Postal Service, granite mining, and even Homeland Security, are some of the many products and services utilizing this vast storage facility.

One small business which found it especially suitable is Blue Eagle, a records management company operated by Judy Vandergrift of Kansas City. The company stores customer valuable paper and electronic records in a safe, climate-controlled environment that is impervious to natural disasters at 125 feet underground.



Blue Eagle stores documents in the Kansas City underground.

Vandergrift said, "Records are any company's most important asset, representing the memory of the organization. We offer bar-code technology to track and monitor records, and scan-on-demand technology, allowing clients to view electronic images of their stored files on their computer."

For small companies doing international business, underground storage can be quite a savings, with lower utility costs, and on-site access to rail and truck. An added benefit is the Kansas City Foreign Trade Zone, which offers ample general purpose underground warehousing for importers and exporters.

**ibNEWS** Published by InterMark3 International Communications, Inc. [www.intermark3.com](http://www.intermark3.com) T 913.248.7770 F 913.248.7771

Published for the Heartland International Business Alliance—a nine state region—to keep small companies up to date on developments affecting international business.

Each issue, we will bring you monthly changes in new export orders and imports for the Heartland. Our exclusive index is the only real-time, leading economic indicator of international business for the region.

We will also keep you updated with news, trends and regulations that may affect your international company.

If you have article suggestions for *ibNEWS*, or would like more information, please send your suggestions to [info@intermark3.com](mailto:info@intermark3.com)

This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.