

From the
creators of
Furby and Beanie
Boys, the authors of *Product
Innovation: Creating*



The Toy and Game Inventor's Handbook

Everything You Need to Know
to Pitch, License, and Cash-In
on Your Ideas

Richard C. Levy and
Ronald O. Weingartner



Who or what inspired you to become an inventor? (I was very young.) My dad, who worked in the clothing industry, proudly brought home an inventor as a dinner guest. I have no idea what he invented—it was long ago. Maybe it was the button.

What sparks original ideas? Bills. These help, but it could be anything we encounter in our daily lives.

Advice to would-be inventors: Do some homework. Even if they are not interested, make a good impression with your presentation. Make them remember you.

Martin Goldfarb

Eddy & Martin Goldfarb and Associates

Northridge, California

No. of years in the industry: 23

No. of years as an independent: 23

Most successful products: Shark Attack (Hasbro), LEGO Creator Game (LEGO), LEGO Racers (LEGO).

What makes a great toy? It's fun!

What makes a great game? You want to play it again and again.

Who or what inspired you to become an inventor? My pop, of course!

Tina Goldkind

Swirl Design

Holbrook, New York

No. of years in the industry: 6

No. of years as an independent: 4

No. of patents held: 2

No. of trademarks held: 4

In a typical year:

No. of ideas conceived: Tons

No. of concepts prototyped: 20–30

No. of concepts presented: Toys, 60; Candy, 20

No. of concepts licensed: 7

No. of products that make it to market: 3

Most successful products: E-baton (Kid Power), Bungee Bunny (Best Sweet), Handcuffs (Best Sweet), Toy Jeans (Toy Jeans), Magna-Pop (Hasbro/Cap).

What did you do before you were in the industry? School. BFA in Toy Design from Fashion Institute of Technology; BA in Biology from SUNY Stony Brook.

What makes a great toy? A great toy causes me to react like, "Oh, my gosh, I have to have that! I have to touch it. I have to play!"

What makes a great game? A challenge.

An inventor is ... anyone who interprets the world through his or her own eyes, and uses the heart and mind to react to it and create new ideas.

Who or what inspired you to become an inventor? Jim Henson—I love the excerpt from his book *The Works* on pages 240–241. My concepts teacher, Maureen Trotto (of Thin Air)—her 10 commandments of toy design is hanging next to my desk. All the other inventors (Cathy Veness, Elliot Rudell, Richard Levy, Robert Fuhrer, Andy Kislevitz, and Betty Morris) who took time out of their busy schedules to be at one time or another a friend and mentor to me and answer all my hundreds of questions!

What sparks original ideas? The world around me, the people with whom I interact, and my family.

Advice to would-be inventors: Go for your dreams. Start and end each day smiling. Laugh hard, cry hard, and at the end of the day, let it all go and start again fresh. Let your experiences re-invent you. Or just do as my father says: Throw enough stuff up against a wall, and something is bound to stick!

Bill Goodman

Bill Goodman Consulting

Portland, Maine

No. of years in the industry: 11

No. of years as an independent: 5.5

Approximate number of products licensed: 10

No. of patents held: 2

No. of trademarks held: 0

In a typical year:

No. of ideas conceived: 10

No. of concepts prototyped: 3

No. of concepts presented: 12

No. of concepts licensed: 2

No. of products that make it to market: 1

Most successful products: Puppy/Kitty Magic (ToyBiz), Baby I Know (ToyBiz).

What did you do before you were in the industry? Industrial electronics products.