

# Busy in Dreamland

MOTHER OF FOUR'S WEIGHTED BABY PRODUCTS MEANT TO PROVIDE SLEEP, COMFORT, SAFETY **BY EDITH G. TOLCHIN**



**I T SEEMS** moms and dads are inventing new baby items—often more quickly than I can keep up!

I'm a longtime fan of "Shark Tank," so when I see an item that I feel would make for a good story I often contact the inventor to see whether he or she is interested in an interview. Tara Williams, an experienced mom of four, certainly was!

**Edith G. Tolchin (EGT): What is your background? Have you invented anything before?**

**Tara Williams (TW):** I live with my husband, Rob, and children Brooklyn, Lydia, Beckett and Luke in Danville, California. I have always been an entrepreneur. My earliest memories are creating different stores where my Barbie dolls would sell things.

Over the years I have had many other ideas but none that were market ready. My parents always encouraged me to dream big and create.

I attended Bentley University, where the reality of owning my own business began to seem possible. After college, I worked for several starts-ups in the medical device space before pursuing my own company. Dreamland Baby is the first invention I have commercialized.

**EGT: How did the Dreamland Baby weighted (wearable) blankets come about, and how do they work?**

**TW:** At almost 6 months old, our son Luke was still waking up every hour and a half. Like so many other new parents, we were desperate for sleep.

One night we placed him under a heavy throw blanket while sitting on our couch. I noticed as soon as the weight was on his body, he instantly calmed down. A lightbulb went off in my head: He needs a weighted blanket!

I called my mother-in-law to sew my idea for a lightly weighted blanket. The first night

**“I called my mother-in-law to sew my idea for a lightly weighted blanket. The first night wearing our prototype, Luke slept 12 hours!”** —TARA WILLIAMS



The Dreamland Baby weighted blanket has evenly distributed, gentle weight from shoulder to toe that harnesses the power of deep-touch stimulation.

wearing our prototype, Luke slept 12 hours! We could not believe how immediately his sleep had improved. Word quickly spread and I was flooded with requests from family and friends.

Dreamland Baby works like adults' or children's weighted blankets. Harnessing the power of deep touch stimulation, the gentle weight increases both serotonin and melatonin while decreasing cortisol. This results in baby feeling calm, falling asleep faster and staying asleep longer.

**EGT: Why is this weighted blanket different from others?**

**TW:** Dreamland Baby is the world's first weighted blanket designed for baby to safely wear. It is the only product that has evenly distributed, gentle weight from shoulder to toe. This pattern of weight harnesses the power of deep-touch stimulation, naturally providing baby with feelings of safety, relaxation and comfort.

When baby is calm and relaxed, he or she can fall asleep faster and stay asleep longer. There is no other wearable, weighted blanket designed for infants, making Dreamland Baby's offering completely unique.

**EGT: How many different styles, colors and sizes do you make?**

**TW:** We offer three sizes: Small (0-6 months), Medium (6-12 months) and Large (12-22 months). The Small includes a detachable swaddle wing, functioning as both a swaddle and a sleep sack, while the Medium and the Large function as sleep sacks. Dreamland Baby offers one signature print: a beautiful, gender-neutral, white, 100-percent cotton fabric with gray stars.

**EGT: Where are you manufacturing? If overseas, have you had any obstacles in working with foreign factories or importing the products?**

**TW:** We manufacture abroad. It has been a journey finding the right manufacturing partner and perfecting our product.

With each round of production, we are constantly making small, incremental improvements—some things customers may not notice, like using a stronger zipper or a more durable hook and loop closure, and other cosmetic changes like adding our logo on the zipper tab and improving our packaging.

**EGT: Please tell us about safety testing, since this is a baby's product and there are many government regulations.**

**TW:** As a mom of four with a background in the medical space, safety testing was the most critical piece to get right before bringing Dreamland Baby to market.

We designed our products in partnership with pediatricians, Neonatal Intensive Care Units nurses and certified sleep consultants. Dreamland Baby has also been reviewed by pulmonologists. Our Dream Weighted Sack is acknowledged by the International Hip Dysplasia Institute as a “hip-healthy” product when used as directed.

Dreamland Baby has exceeded all United States Consumer Product Safety Commission standards plus additional optional testing. We use 100-percent natural, soft cotton. Our fabrics are not treated with flame

**PATENT PATHWAY**



“Dreamland Baby has a utility patent pending in the United States, Canada, Australia and in China. It was not as hard as I thought it would be.

“I found a trusted, reputable patent lawyer who made the process go smoothly. I tried to prepare as much as possible with drawings, information about any similar products, as well as exactly what made our product unique and special. This is one area where I would not skip hiring a professional.”

retardant. The inner poly pellet beads are non-toxic. We source only the best materials for ultimate comfort and safety. We ensure high-quality standards and safety in every aspect of our products.

**EGT: Is it possible for the (weighting) pellets to break free and cause a choking hazard?**

**TW:** We have a double system of protection to ensure that the poly pellets do not get free. There are two layers of protection, sewn to ensure that if an outer thread broke loose the inner beads would stay in place.

**EGT: How did you get on "Shark Tank"? And did you make a deal?**

**TW:** "Shark Tank" was such an amazing, once-in-a-lifetime experience. I applied by applying on the website. About a month later, the executive producer called to learn more about the product and my story. He was surprised that

weighted blankets for babies did not already exist and immediately saw the value.

He was impressed I had overcome both my husband and I being laid off during my pregnancy with our fourth child. We made a deal with Lori Greiner, who was my dream Shark!

**EGT: Do you have any advice about product development?**

**TW:** Find a mentor or partner who has experience in your space. If you are manufacturing abroad, try to have a product made to your exact specifications in the United States before sending it overseas. ☑

*Details: dreamlandbabyco.com*

Books by **Edie Tolchin** (egt@edietolchin.com) include "Fanny on Fire" (fannyonfire.com) and "Secrets of Successful Inventing." She has written for *Inventors Digest* since 2000. Edie has owned EGT Global Trading since 1997, assisting inventors with product safety issues and China manufacturing.



## 2 Critical Steps to getting your NEW PRODUCT "out there"

### 1 GET IT MADE

Contact Edie Tolchin – "The Sourcing Lady" (SM) for sourcing, China manufacturing, product safety issues, packaging assistance, quality control, production testing, final shipment inspections, freight arrangements, import services and delivery to your door!

[www.EGTglobaltrading.com](http://www.EGTglobaltrading.com)

EGT@egtglobaltrading.com

P.O. Box 5660 - Hillsborough, NJ 08844

845-321-2362

### 2 GET A WEBSITE!

Contact Ken Robinson – While your order is being manufactured, you need to start working on your WEB PRESENCE! Get people talking about your product on Social Media (Facebook, Twitter, YouTube, Google+), get good search engine placement (SEO)!

[www.widgetsontheweb.com](http://www.widgetsontheweb.com)

kenrbnsn@widgetsontheweb.com

614 Van Liew Court - Hillsborough, NJ 08844

908-963-2447

Get more BANG for your BUCK from two professionals with a combined total of over 60 years of experience!

# Contents

December 2020 Volume 36 Issue 12



42



20



16

**ON THE COVER**  
Former NFL star and  
CEO of Windpact  
Shawn Springs; photo by  
Jay Premack/USPTO

## Features

**24 A Better Impact**  
Shawn Springs's Company  
Develops Padding Technology

**30 Best of 2020**  
Key Invention Award Winners

## Inventor Spotlight

**16 Busy in Dreamland**  
Mother's Baby Products

**20 From the Eyes of Babes**  
Father's Full HD Camera

## Departments

**7 Everybody's Talking**  
Conversation Pieces

**8 Bright Ideas**  
Innovation That Shines

**10 Time Tested**  
Origins of Sorry!

**12 Lander Zone**  
Unpatented Promise

**14 Social Hour**  
Wanna Be Influential?

**23 Inventing 101**  
MOU and You

**34 Prototyping**  
Electronics Issues

**38 Launching Pad**  
Knowing Your Customer

**40 IP Market**  
Windfall Hurricanes

**42 Eye on Washington**  
2 Views on Biden and IP

**46 Inventiveness**  
Focus on the Fun and Fascinating

# Inventors

DIGEST

DECEMBER 2020 Volume 36 Issue 12

## Impactful

FORMER NFL STAR'S COMPANY  
DEVELOPS PADDING TECHNOLOGY  
TO HELP SAVE LIVES

### Bored? Get Out the Board

SORRY! IS PART OF GAMES'  
REVIVAL DURING PANDEMIC

### IP's Future Under Biden

VIEWPOINTS ON IMPACT  
OF THE PRESIDENT-ELECT

Shawn  
Springs



\$5.95

PREST STANDARD  
US POSTAGE PAID  
PERMIT 38  
FULTON, MO