

Short and Sweeter

NECKLACE SHORTENER FOR THIN CHAINS FILLS
A MARKET GAP THAT SURPRISED INVENTOR **BY EDITH G. TOLCHIN**

I'M JUST A GAL who loves jewelry, writing and meeting new inventors! Meet Daria Walsh of Doylestown, Pennsylvania, who is an inventor of a cool jewelry hack.

Edith G. Tolchin (EGT): Please tell us about your background. And have you worked with jewelry before Infinity Clips?

Daria Walsh (DW): I have always had an entrepreneurial spirit. Even as a child, I was selling toys to my classmates on the playground and began dreaming up my first product inventions at a young age.

However, it wasn't until many years later, after raising two children and having a career in marketing and sales, that I combined my passion for inventing and entrepreneurship to launch Infinity Clips.

When I began, I didn't have any experience in the jewelry industry or product development, but I was convinced my solution was worth bringing to the market. So, I was determined to learn everything I could to turn it into a reality.

EGT: What is the concept behind Infinity Clips?

DW: Infinity Clips is the first necklace shortener designed specifically for thin chains, such as rope chains and snake chains. It allows you to temporarily adjust the length of your favorite necklaces to match your outfit and style.

Infinity Clips can also be used to adjust the length of individual chains, creating a perfectly layered look.

EGT: When did this idea come about?

DW: The idea for Infinity Clips came to me when I was searching for a way to shorten my favorite necklace. I was surprised to find there were no solutions available in the marketplace for thin chains.

Most of the homemade hacks were unsightly, such as using Scotch tape to hold the chains in place. Other solutions, like permanent shortening by a jeweler or buying multiple chains, were expensive and didn't offer the flexibility to adjust to multiple lengths.

I knew I couldn't be the only person in need of such a solution, so I set out to develop my own.

EGT: Did you go through many prototypes?

DW: Oh, yes; more than I can count! I was determined to create a solution that not only had practical functionality and could work with a wide range of chain styles but was also decorative.

I spent many hours wandering through craft and hardware stores, searching for parts that I could assemble into a functional prototype. After a lot of trial and error, I finally developed a prototype that was good enough to bring to market.

EGT: How many styles do you carry?

DW: Currently, I have two sizes of Infinity Clips available in silver, gold and rose gold colors. The small-size Infinity Clips are designed to shorten chains up to 1.3mm thick, while the large size shortens chains between 1.3mm and 2.5mm thick.

EGT: I understand Infinity Clips are patented. Please share that experience.

DW: The journey to getting a patent was exciting and challenging at the same time.



“You can actually get started with very little money by being resourceful.” —DARIA WALSH

I started with only \$500, but I knew my invention had potential and I was determined to find a way to patent it and bring it to market. I began by writing my own provisional patent application, which gave me patent-pending status for a year in which I could test market and improve on my product idea.

The test market was a success and ultimately paid for me to hire a lawyer to file for a non-provisional patent. I was issued my utility patent in March 2022.

EGT: Have you done any crowdfunding, or do you plan on applying for “Shark Tank”?

DW: Since I was strategic in bringing my product to market, I did not do any crowdfunding starting out. I went straight to market and rolled over profits for the first couple years to scale my brand.

As I grew, though, I found I needed more capital to keep up with growth, so I took out loans and used interest-free credit cards to fund inventory purchases.

Fingers crossed I’ll be pitching to the “Sharks” sometime soon!

EGT: Where are you manufacturing? Are you working with gold, silver or other metals? Do they tarnish?

DW: I currently manufacture in China through a U.S.-based sourcing company. I’m working with silver, gold and rose gold-plated brass, which allows me to offer a high-quality product that doesn’t tarnish while still being an affordable option for my customers.

In the future, I plan to expand into using precious metals as well.

EGT: What obstacles or lessons can you share?

DW: Throughout my journey, I’ve faced challenges with everything, from prototyping and patenting to manufacturing and sales. Sometimes it’s about finding the right people to help you on your journey, and sometimes it’s about finding the right information on your own to move you forward.

The greatest lesson I’ve learned along the way is to never give up. As inventors, we are natural problem solvers, and the same skillset we use to invent



products can be applied to building a successful company. We just need to be creative and determined enough to see it through.

Infinity Clips is the first necklace shorter designed specifically for thin chains, such as rope chains and snake chains. It allows you to temporarily adjust the length of your favorite necklaces to match your outfit and style.

EGT: Any new styles or products in the works?

DW: Yes, in coming months, I’ll be launching new contemporary styles and colors, along with a larger men’s line.

EGT: Do you have any suggestions for novice inventors who plan to develop a new product?

DW: Many people believe that launching and patenting a new product requires a significant amount of money up front. But you can actually get started with very little money by being resourceful.

There are plenty of free resources available to inventors, such as the USPTO’s Patent Pro Bono Program and the Small Business Association’s free SCORE mentorship. YouTube is also an excellent resource, along with joining inventor groups where you can network and learn from others who have successfully brought their own products to the market. 📌

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Edith G. Tolchin has written for *Inventors Digest* since 2000 (edietolchin.com/portfolio). She is the author of several books, including “Secrets of Successful Women Inventors” (<https://a.co/d/fAGlvZJ>) and “Secrets of Successful Inventing” (<https://a.co/d/8dafJd6>).



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Photo by Run, Wag, Learn
(@runwaglearn)

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FEBRUARY 2024 Volume 40 Issue 02

Inventors

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