



Good News Comes in 3s

A NEW husband. A new product launch. A new honor for her invention that reflects her hard work and love for animals, manifested through her health and wellness lifestyle brand for pets.

It's all happened for SwiftPaws inventor Meghan Wolfgram of Malabar, Florida, since her CHASE! exercise product was featured on the February 2024 cover of *Inventors Digest*.

Wolfgram had won Lori Greiner's "Golden Ticket" during Season 13 of "Shark Tank" for her popular lure coursing invention for dogs. I met Wolfgram when she, along with 24 other women entrepreneurs, worked with me on my book "Secrets of Successful Women Inventors" in 2023.

SwiftPaws (created in 2012) is based at Groundswell Startups, a nonprofit co-working space and startup incubator in the Melbourne, Florida, area. They now have partnerships with many local businesses.

Wolfgram married Joshua Karp last August, with a license "witnessed" via paw print by her dog, Piper—a SwiftPaws model on "Shark Tank" in 2022.

"Our biggest product news is the launch of Pounce!—our new version for cats," she said. It's an interactive enrichment toy that mimics

a cat's natural hunting instincts. The product, which uses unpredictable movements to keep cats engaged and active, should reach customers later this year.

She says pet enrichment is finally gaining the attention it deserves, as more people recognize the importance of providing pets with healthy outlets for their energy and natural instincts.

Wolfgram's original product also won "Best in Show" for the Pet Tech Innovations category at the Global Pet Expo, March 26-28 in Orlando. The show brought together over 17,000 attendees and 1,100-plus exhibitors.

She continues to work with "Shark" Lori Greiner three years later. "Lori has mentored me from the start to focus on designing future products to be as affordable and accessible as possible, so that more people and their pets will be able to enjoy this type of enrichment. She's always encouraged me to push boundaries, to innovate, and to never stop working on new ideas.

Greiner returned the compliment: "SwiftPaws first won my Golden Ticket on 'Shark Tank,' and now again, it's Best in Show. I couldn't be more proud of Meghan and the whole SwiftPaws team!"

—Edith G. Tolchin

Contents

May 2025 Volume 41 Issue 5

They Said **What?**

- 24** "The single greatest patent illustration ever filed."
- 30** "There is no chance the iPhone is going to get any significant market share. No chance."
- 39** "It is the act of contemplation—the mental activity—that makes you an inventor."



16



19

QUICK READS

- 13** Inventor Archives
- 19** Inventor Update
- 32** AI ABCs
- 40** Now Starring: IP

Feature

- 20 Rockin' Role**
Patents and Rock Inventions

Inventor Spotlight

- 16 Cute to a Tee**
Golf Pro's Invention for Fun

Departments

- 4 FluidityIQ**
Transforming Information Intelligence
- 6 Editor's Note**
2 New Features From Us, to You
- 7 Everybody's Talking**
Celebrating Inventors
- 8 Inventor School**
Elementary, Essential Education
- 10 Time Tested**
Rats Experiment
- 14 Social Hour**
A Feel for Stories and Reels
- 26 Bright Ideas**
Innovation That Shines
- 28 Meant to Invent**
Stress Test
- 30 Think Marketing**
The Trouble With Opinions
- 34 Prototyping**
After 'Eureka': Whoa!
- 36 IP Market**
Hope Amid Uncertainty
- 38 Patent Pending**
Patent Claims: A Primer
- 42 Eye On Washington**
Good PTAB News; Protecting Patent Filings: Google Goned
- 46 Inventiveness**
Focus on the Fun and Fascinating

Inventors

MAY 2025 Volume 41 Issue 05

DIGEST

BADAXXE!

PRINCE AND ROCK
PATENT ROYALTY

Rat Experiment

1975 WORLD SERIES:
INVENTING TV HISTORY

Assess Yourself

HOW TO NAVIGATE
MENTAL ROADBLOCKS



\$5.95

PRRST STD
U.S. POSTAGE
PAID
MARCELINE, MO
PERMIT #13

