

Kicking the **Bucket**

NEW JERSEY WOMAN'S SHOWER ATTACHMENT INSPIRED BY A HOUSE TEEMING WITH PEOPLE AND DOGS **BY EDITH G. TOLCHIN**

THE ADAGE “Necessity is the mother of invention” sums up the way this invention was conceived: 15 guests, along with pets, at *one* New Jersey shore house.

That created the perfect storm for New Jersey-based Lisa Lane’s invention, the Rinseroo. It’s a patented, slip-on shower attachment hose.

Edith G. Tolchin (EGT): How did Rinseroo come about?

Lisa Lane (LL): I was at my Jersey shore home with my extended family. There were 15 of us in all, plus four dogs. It seemed that I was cleaning my showers and bathing the dogs on a constant basis.

We had no handheld shower attachments, so I was filling a bucket over and over to get the job done. It was messy

and time consuming and I thought, there has to be a better way. Life is too short to rinse with a bucket! That is when the Rinseroo was born—right there in my shower.

EGT: Did the recent COVID-19 pandemic help increase business?

LL: COVID did help launch the product and increased our sales. The Rinseroo became a huge problem solver when housecleaners stopped coming to homes and when dog groomers were closed.

Homeowners and pet parents needed to find an easy way to clean their showers on their own and be able to bathe their dogs in their homes. They went online searching for a solution, and the Rinseroo fit that bill perfectly! It has an easy slip-on, slip-off design that fits most shower heads, spigots and faucets.

“When I first launched, I found that 10,000 Rinseroo units were assembled improperly. The only solution was to open every box, remove the contents, reassemble, and retape every box.” —LISA LANE

Lisa Lane’s Rinseroo has two versions: one for “go anywhere” pet bathing, the other for shower wall cleaning.



EGT: Tell us about your background.

LL: I have worked in pharmaceutical sales and marketing, and have served as a career expert for many pharmaceutical websites and major newspapers. I am also the author of multiple books about how to break into the industry.

I launched the Rinseroo on my own website rinseroo.com, as well as on others just over two years ago. Since then, my brand has become a top seller on Amazon Launchpad, and it also sits atop its “most wished for” list.

I am currently at work scaling the brand into thousands of retail stores nationwide, and am in the process of adding line extensions in the cleaning and bathroom space. I hope to re-invent the way we rinse, clean and bathe. I am well on my way to seeing this dream come to fruition.

EGT: How is Rinseroo sold?

LL: We currently have two versions of the Rinseroo. One is for “go anywhere” pet bathing; the other is for quick and easy shower wall cleaning.

EGT: Have you had any difficulties with developing Rinseroo?

LL: When I first launched, I found that 10,000 Rinseroo units were assembled improperly. The only solution was to open every box, remove the contents, reassemble, and retape every box.

It was extremely stressful because I had no staff to help and had to recruit my husband and family to help. That mistake was time consuming and definitely not fun! Thankfully, we persevered and learned a lot.

EGT: Do you plan on introducing any new products?

LL: Yes. We plan to introduce four new line extensions later this year. We came up with them based on customer feedback and requests. The goal is to turn Rinseroo into a brand, not just a product.

EGT: What advice do you have for inventors seeking to develop a household cleaning product?

LL: Do market research and be able to answer this question: How many people could potentially use my product?

PATENT ADVICE

Lisa Lane has two utility patents on her product, thanks to one of her best friends from college.

Patent attorney Carolyn Favorito “did a patent search, found that it was something that I could possibly patent, and worked on it as if it was her own. She encouraged me and motivated me to make it happen.

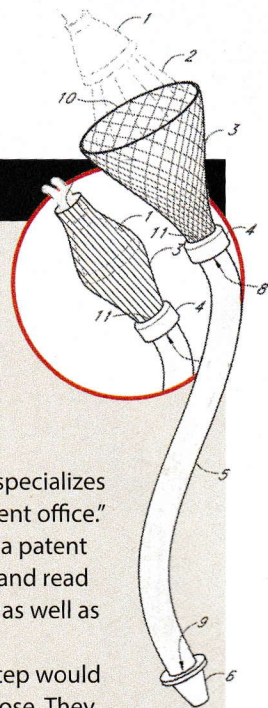
“It’s important to hire a good attorney who specializes in patents and knows how to navigate the patent office.”

Lane says a simple place to start is by doing a patent search at patents.google.com. You can search and read the full text of patents from around the world, as well as finding prior art for free.

“If you don’t see anything there, your next step would be to reach out to a patent attorney if you choose. They can do a full patent search for a fee.

“A good attorney will also tell you if they think your idea is patentable and will make recommendations on how to proceed. For example, my attorney suggested going with a provisional patent application to test the waters before investing in a utility patent.

“During the provisional patent application, you have one year to determine the marketability of your product. During that time, you can decide whether to pursue a utility patent. Before selecting an attorney, be sure to choose one who knows what they are doing and has your best interests in mind.”



If you are selling something that only appeals to a small group of people, you are not going to sell millions of units. You need to determine whether your market aligns with your goals.

Ask complete strangers to use it and get their honest feedback: If their experience is less than stellar, be willing to jump ship.

Understand margin requirements for multiple marketplaces and learn about how much margin you will need to make a profit.

Have it manufactured and cook up a marketing plan.

Sell! 🚀

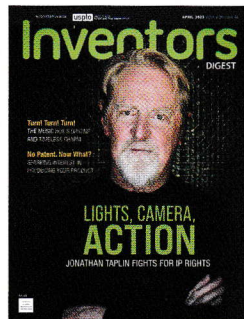
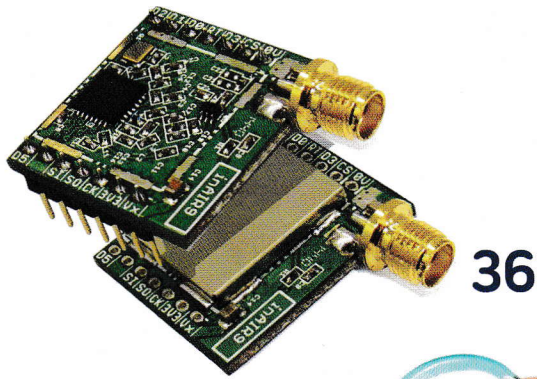
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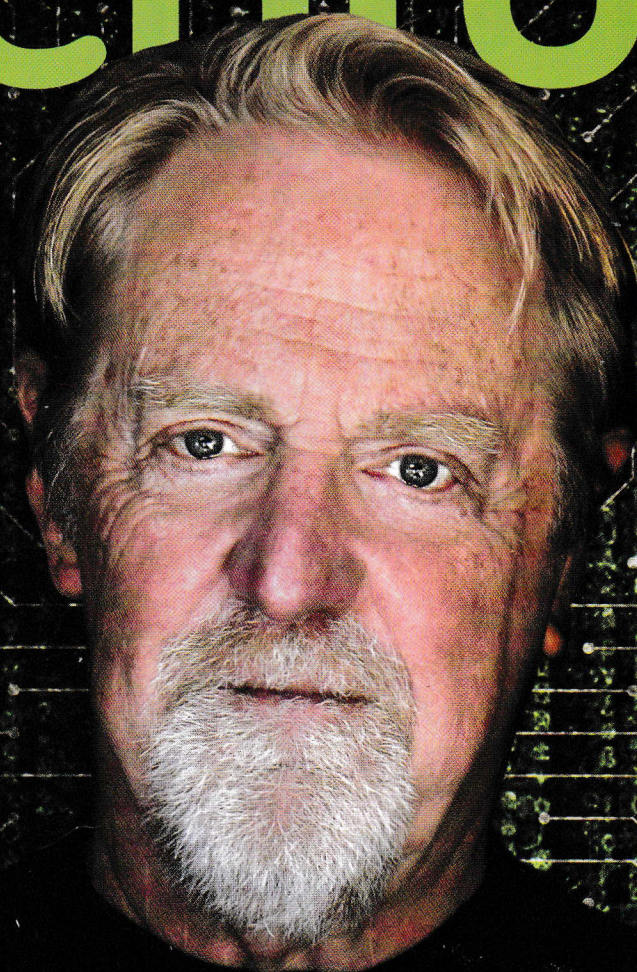


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