

# Travel Rocker Meets Many Needs

PORTABLE DEVICE SOOTHES BABIES, SAVES MONEY AND SPACE

BY EDITH G. TOLCHIN

**H**ERE'S AN INVENTION for parents on the go who prefer the rocking motion for soothing their babies and young children. RockEase™ is like a rocking chair in a box for locations that lack, well, rocking chairs.

Because I'm a manufacturer of baby product inventions in China, I have been trained in the safety aspects of such products. And as owner of EGT Global Trading since 1997, it has become second nature for my antennae to shoot upward if I detect safety issues with any new product on the market.

I spoke with Jenna Zielbauer about her invention.

**Edith G. Tolchin (EGT):** Tell us about yourself and how RockEase came about.

**Jenna Zielbauer (JZ):** While I was experiencing life with our first daughter, I struggled with traveling and overnight visits where a rocking chair was not readily available. Rocking had become an integral part of our bedtime, soothing and bonding routines, and very quickly became a "need"—not a "want."

After extensive research and no great solutions, I decided to fill the "traveling rocking chair" void with RockEase but soon realized the applications for such a device ranged farther and much wider than one could have ever imagined. As a travel rocker, this affordable, lightweight and portable device will allow parents to rock their child in places where they otherwise could not have—hotel rooms, airports, dining out and grandma's house, just to name a few.

However, RockEase can also replace expensive and space-hogging baby gliders in the baby nursery. It's perfect for families on a budget, or for those who live where space is at a premium. If you are a mom who rocks, you get it, 100 percent. I strongly believe RockEase is a necessity, and you will, too.

**EGT:** I have read where many experts discourage rocking a child to sleep because it prevents them from learning to settle themselves down. But if they cannot fall asleep without the rocking, then what?

**JZ:** It has been scientifically proven that rocking triggers a calming response in the parasympathetic

nervous system. Rocking is used to soothe, bond with and calm babies and even children as they develop.

RockEase gives parents the ability to calm their baby while on the go or at home; all they need is a standard four-legged chair. Our product gives those parents who do rock their children all the way to sleep the ability to do it wherever they go, but one does not have to rock their child all the way to sleep if they prefer not to. Rocking also provides a meaningful bonding opportunity for the parent and child. Parents know their children better than anyone else, and they should find the balance that's right for them.

**EGT:** What is RockEase made of?

**JZ:** After much research and safety testing, we have chosen to manufacture RockEase in an ABS nylon blend sturdy enough to hold 400-plus lbs.

**EGT:** How many prototypes did you prepare?

**JZ:** We went through three different prototypes and two different engineering firms. It was a long and tedious journey, but we are happy to have made it. Our final one rocks—pun intended.

**EGT:** Where are you manufacturing RockEase? Domestically or overseas?

**JZ:** We have plans to manufacture domestically. With that being said, it is hard for the little mom-and-pop businesses to compete, price-wise, with the Fisher-Prices of the world so we will do our best.

**EGT:** How have you addressed CPSIA (Consumer Product Safety Improvement Act) standards of production testing and certification?

**JZ:** RockEase will be safety tested by an independent safety testing corporation. We will follow all safety standard protocols for the type of product we are bringing to market.

**EGT:** Wouldn't this be best for non-air travel (where 50-lb. weight limitations for check-in luggage might be a factor, taking into consideration that



an average suitcase with wheels already weighs between 10-15 lbs.)?

**JZ:** RockEase was designed for everyday use and air travel. It was designed to be lightweight and compact enough to carry in your diaper bag or large purse. Weighing in at under 5 lbs., a parent traveling will decide which method of storage is best for them, but because of our lightweight design either would be suitable.

**EGT:** How is the product packaged? Is it patented?

**JZ:** The product will be boxed with a drawstring carry bag to prevent damage to the interior of your diaper bag or purse. In the future, we will offer carrying cases that can double as a travel or diaper bag. We are proud to say RockEase is patent pending.

**EGT:** What is the selling price?

**JZ:** \$99.

**EGT:** What type of market research have you done?

**JZ:** We have worked with several parent groups to determine the need for the product, and features that would be most helpful to a stressed traveling parent. Our outreach efforts have also opened new avenues to target potential

customers we didn't anticipate—such as people will multi-level homes who don't want to buy two rocking chairs, people with small apartments who have space constraints, people who do not want or cannot spend \$1000-plus on a baby glider for the nursery, even autism clinics that are on a budget and need several rocking solutions.

**EGT:** Who is doing your PR for RockEase? What has worked, and what has not?

**JZ:** Our PR is done in-house. In the social media society we live in, regardless of how amazing or innovative your product may be, everyone wants to be paid for a shout-out, which makes it interesting for any start-up.

**EGT:** Have you encountered any obstacles in developing this product?

**JZ:** Developing a product that was sturdy enough to hold 400-plus lbs. but also break down and fit in a diaper bag was our biggest hurdle. If you are a parent, you know that with children comes stuff—and lots of stuff. We wanted to provide a sanity-saving product that wouldn't be a burden to travel with and/or carry daily. I am thankful for our amazing design and engineering team, Zewski Corporation, for listening to my needs and getting us over that hurdle.

RockEase allows parents to rock their child in places where they otherwise could not have.

**“Developing a product that was sturdy enough to hold 400-plus lbs. but also break down and fit in a diaper bag was our biggest hurdle.”**

—JENNA ZIELBAUER







RockEase's many applications make it much more than a portable rocking chair.

**EGT:** Are you planning to add products to your product line?

**JZ:** After our initial launch of RockEase, we will expand the line based on customer feedback and additional market research.

**EGT:** What guidance would you offer novice inventors, especially inventors of products for babies or children?

**JZ:** As a mom entrepreneur, I think it is important to note that any mom or parent contemplating entrepreneurship of any kind needs to think long and hard before making the leap. Make sure you are passionate about whatever it is you are going to embark on. Your entrepreneurial journey will cost you sleep, time away from your children and your partner. It will still sting to miss those moments, but if you are truly passionate about it, it won't sting as badly.

If you plan to invent something, make sure to research the space to ensure it actually has NOT been done before. As much as you might be trying

to pinch pennies, spend the money on a quality intellectual property search; you'll be shocked as to what's already been done before.

Also, research the safety protocols for the type of product you are inventing. There are many with products for babies and children. And I cannot stress enough to do your due diligence on whomever you hire to design your product. Make sure you are 100 percent on the same wavelength about what the expectation is at the completion of the project. Is the final prototype really something you can bring to a manufacturer to produce? If not, you might find yourself starting from scratch.

Lastly, hire a great lawyer. Great doesn't always mean the most expensive. ☛

Details: [rockease.com](http://rockease.com)

Books by **Edie Tolchin** ([egt@edietolchin.com](mailto:egt@edietolchin.com)) include "Fanny on Fire" ([fannyonfire.com](http://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](mailto: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](mailto: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!

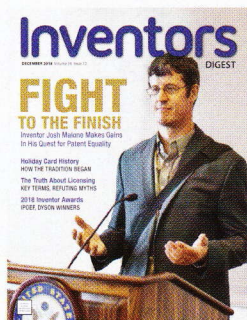


# Contents

December 2018 Volume 34 Issue 12



38

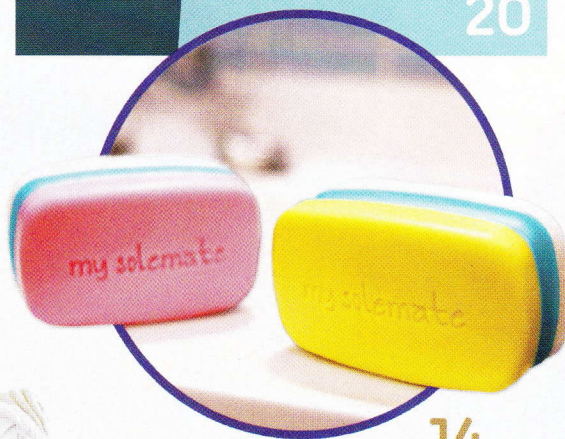


## ON THE COVER

Josh Malone speaking to congressional staff in August 2017; photo by Elizabeth Malone



20



16

14

## Feature

### 26 Battle Tested

1 Year After Winning in Infringement Case, Josh Malone Keeps Fighting for Inventors

## Inventor Spotlight

### 16 Portable Travel Rocker

A Mom's Versatile Invention

## Departments

### 6 Bright Ideas

Innovation That Shines

### 8 Time Tested

Holiday Cards' Origins

### 10 Social Hour

Favorite Tools, Resources

### 12 Lander Zone

The Luddites Are Coming!

### 14 To Market

Inspiration in Her Sole

### 20 Guest Insider

The Truth About Licensing

### 24 Inventing 101

Using Strategic Agreements

### 32 Rau's Research

Unblocking the Patent Path

### 34 IP Market

Mr. Iancu Goes to Washington

### 38 Prototyping

Innovation Boot Camp's Finish

### 42 Eye on Washington

New Law Protects Music Works

### 46 Inventiveness

Focus on the Fun and Fascinating



# Inventors

DECEMBER 2018 Volume 34 Issue 12

# DIGEST

# FIGHT TO THE FINISH

## Inventor Josh Malone Makes Gains In His Quest for Patent Equality

## Holiday Card History

## HOW THE TRADITION BEGAN

## The Truth About Licensing

## KEY TERMS, REFUTING MYTHS

## 2018 Inventor Awards

## IPOEF, DYSON WINNERS



Country	Year	Value
Algeria	2000	0.00
Algeria	2001	0.00
Algeria	2002	0.00
Algeria	2003	0.00
Algeria	2004	0.00
Algeria	2005	0.00
Algeria	2006	0.00
Algeria	2007	0.00
Algeria	2008	0.00
Algeria	2009	0.00
Algeria	2010	0.00
Algeria	2011	0.00
Algeria	2012	0.00
Algeria	2013	0.00
Algeria	2014	0.00
Algeria	2015	0.00
Algeria	2016	0.00
Algeria	2017	0.00
Algeria	2018	0.00
Algeria	2019	0.00
Algeria	2020	0.00
Algeria	2021	0.00
Algeria	2022	0.00
Algeria	2023	0.00
Algeria	2024	0.00
Algeria	2025	0.00
Algeria	2026	0.00
Algeria	2027	0.00
Algeria	2028	0.00
Algeria	2029	0.00
Algeria	2030	0.00
Algeria	2031	0.00
Algeria	2032	0.00
Algeria	2033	0.00
Algeria	2034	0.00
Algeria	2035	0.00
Algeria	2036	0.00
Algeria	2037	0.00
Algeria	2038	0.00
Algeria	2039	0.00
Algeria	2040	0.00
Algeria	2041	0.00
Algeria	2042	0.00
Algeria	2043	0.00
Algeria	2044	0.00
Algeria	2045	0.00
Algeria	2046	0.00
Algeria	2047	0.00
Algeria	2048	0.00
Algeria	2049	0.00
Algeria	2050	0.00
Algeria	2051	0.00
Algeria	2052	0.00
Algeria	2053	0.00
Algeria	2054	0.00
Algeria	2055	0.00
Algeria	2056	0.00
Algeria	2057	0.00
Algeria	2058	0.00
Algeria	2059	0.00
Algeria	2060	0.00
Algeria	2061	0.00
Algeria	2062	0.00
Algeria	2063	0.00
Algeria	2064	0.00
Algeria	2065	0.00
Algeria	2066	0.00
Algeria	2067	0.00
Algeria	2068	0.00
Algeria	2069	0.00
Algeria	2070	0.00
Algeria	2071	0.00
Algeria	2072	0.00
Algeria	2073	0.00
Algeria	2074	0.00
Algeria	2075	0.00
Algeria	2076	0.00
Algeria	2077	0.00
Algeria	2078	0.00
Algeria	2079	0.00
Algeria	2080	0.00
Algeria	2081	0.00
Algeria	2082	0.00
Algeria	2083	0.00
Algeria	2084	0.00
Algeria	2085	0.00
Algeria	2086	0.00
Algeria	2087	0.00
Algeria	2088	0.00
Algeria	2089	0.00
Algeria	2090	0.00
Algeria	2091	0.00
Algeria	2092	0.00
Algeria	2093	0.00
Algeria	2094	0.00
Algeria	2095	0.00
Algeria	2096	0.00
Algeria	2097	0.00
Algeria	2098	0.00
Algeria	2099	0.00
Algeria	2100	0.00
Algeria	2101	0.00
Algeria	2102	0.00
Algeria	2103	0.00
Algeria	2104	0.00
Algeria	2105	0.00
Algeria	2106	0.00
Algeria	2107	0.00
Algeria	2108	0.00
Algeria	2109	0.00
Algeria	2110	0.00
Algeria	2111	0.00
Algeria	2112	0.00
Algeria	2113	0.00
Algeria	2114	0.00
Algeria	2115	0.00
Algeria	2116	0.00
Algeria	2117	0.00
Algeria	2118	0.00
Algeria	2119	0.00
Algeria	2120	0.00
Algeria	2121	0.00
Algeria	2122	0.00
Algeria	2123	0.00
Algeria	2124	0.00
Algeria	2125	0.00
Algeria	2126	0.00
Algeria	2127	0.00
Algeria	2128	0.00
Algeria	2129	0.00
Algeria	2130	0

[illegible]

\*\*\*\*\*AUTO:ALL FOR ADC 07099\*\*\*\*\*

BYUCC

\$5.95

PERMIT 38  
FULTON, MO  
US POSTAGE PAID  
PRESRT STANDARD