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I love simple ideas. The first book I wrote about licensing was even entitled One Simple Idea. So when someone asked me if the idea might be too easy to licensing in comments on my YouTube channel, I had to laugh. I love that question. First, what is licensing? If you have an idea for a new product, licensing is an alternative to start a business on your own to bring it to market. Too revolutionary ideas are not suitable for licensing. Some industries present unique issues that I have touched on before. But at the end of the day, it's just good... great thing, really. So can the idea be too easy to license? No, absolutely not. I think you can license anything. I don't think success ultimately has anything to do with patents or property. A good idea is a good idea. If you can show the company how they can make money, they will love you. It sounds corny, but it's true. It's always true. But many of us tend to rethink things. Bringing a product to market is never easy. In simplicity there is beauty and brilliance. Trust me. If you can describe your product or service in such a way that everyone immediately realizes that it is crazy powerful. And you are very good at being on something. Need proof? You can license a few of your ideas for new travel pillows, as inventor Howie Busch did. (Full disclosure: I mentored Bush after he had already licensed two of his ideas, and now he's an inventRight trainer.) Last week I had the good fortune to catch up with my friend Gene Luoma, who has had great success licensing his ideas for new products. Its most successful licensed product, the plastic drain cleaner zip-it, has sold more than 32 million units to date. The first prototype he created by putting cutouts in a zipper would look amazing, like a product that is still on the market today 10 years later. It's incredibly simple. But that didn't stop him from patenting his design and profiting from it. Luoma summed up his experience of licensing in various industries like this: What's really always the hardest thing is to keep things simple. Don't come back to the licensing process by focusing on whether the idea is new or complex enough to be patentable. Focus on developing the product that the market wants. Our patent system is in a state of turmoil right now, from the perspective of many intellectual property experts and proponents of inventors who write for the popular IPWatchDog.com website. Patents are important, but they are not a starting point. But there's another takeaway here I want to touch as well. In many ways, it's an incredible time to be an entrepreneur and small business owner. One thing I absolutely can't get more is a degree in I can talk, interact with, and ultimately serve my community. As an author and co-founder of a one-on-one coaching program, I consider education my specialty. So for me, the opportunities that today to communicate with your audience is truly invincible. Take YouTube. There is so much knowledge to be gained there. So much experience and so much care has been extended, in our favor! And I want you to understand that this is not a one-way street. Anyone who creates content online for you to benefit from, as I do, wants to hear from you. So don't be afraid to practice. Ask questions. We have more ways of holding brands we love to account. The good ones - those that value transparency - can embrace social media because they have nothing to hide. As a consumer, you can have an impact. More than you think, even. Don't ever forget that. I am absolutely dependent on the feedback I get from not only my clients - which is obviously important - but also those who listen and are thoughtful. A driver's license is a government-issued part of the identity card required to drive. Many places will ask for a driver's license for identification purposes, including banks, or it can be used to show age when buying alcohol or tobacco. Unlike some countries, U.S. driver's licenses are not a nationally issued part of an ID card. Each state issues its own license, and the requirements and procedures vary depending on your state. You can check your state's requirements by referring to your local Department of Motor Vehicles (DMV). In most states, you will need a Social Security number in order to apply for a driver's license. Bring with you all the necessary identification, which may include your passport, foreign driver's license, birth certificate or permanent resident card, as well as confirmation of your legal immigration status. The DMV will also want to confirm that you are a resident, so bring proof of accommodation such as a utility bill or rental in your name with your current address. There are some general requirements for getting a driver's license, including a written test, vision test, and a driving test. Each state will have its own requirements and procedures. Some states recognize previous driving experience, so research the requirements for your state before you go so you can plan to bring any necessary paperwork from your country. Many states will consider you a new driver though, so be prepared for that. Prepare for a written test by picking up a copy of your staff driver's manual at the DMV office. Usually you can get them on a free basis and many states post their guidebooks on their DMV sites. The guide will teach you about road safety and traffic rules. The written exam will be based on the content of this guide, so make sure you are well prepared. If you've never Drove earlier, you will need to learn new driving skills to pass the road test. You can take lessons from a very patient friend or family member (just make sure they have the right auto insurance to cover you in the event of an accident), or you can take formal lessons from out schools in your area. Even if you have been driving for a while, it may be a good idea to take a refresher course to familiarize yourself with new traffic laws. Usually you can walk into the DMV office without an appointment and take your written test that day. Watch the time though, since most offices suspend testing during the day about an hour before closing. If your schedule is flexible, try to avoid stressful time in the DMV. It is usually lunchtime, Saturdays, late evenings and the first day after the holiday. Bring the required documentation and be prepared to pay a fee to cover the cost of taking the test. Once your application is completed, you will be sent to the area to pass the exam. When you complete the exam, you will immediately know if you have passed the exam. If you fail the exam, you will need to pass the exam successfully before you can pass the road test. There may be a limit on how soon you can try the exam and/or how many times you can take the test. If you take an exam, you will schedule a meeting for a road test. You may be asked to take a vision test at the same time as a written exam or while taking a driving test. For a driving test, you will need to provide the vehicle in good working condition as well as proof of liability insurance. During the test, only you and the examiner are allowed in the car. The examiner will test your ability to manage legally and safely, and will not attempt to deceive you in any way. At the end of the test, the examiner will tell you if you have passed or failed. If you have passed, you will give information about obtaining an official driver's license. If you fail, there will likely be restrictions on when you will be able to take the test again. A business license is the registration of local businesses, which is issued to all businesses in the city or municipality. A business license usually does not require verification. Compared to a business permit, a business license is issued by a city or municipality. Business permits are more about public safety (such as building permits), which is why permits usually require verification. For example, a health department permit requires a check-up of an object (such as a restaurant), while a restaurant business license usually does not require a check. Business licenses are issued by cities and municipalities, and every city and city in the U.S. is different in that they require who needs to get a business license and how much the license costs. Contact your city's licensing department directly to find out. To find the address of city and county offices, see this list in Business.USA.Gov. A business license is required from all businesses, while the DBA (fictional name) is required only if the business is operating under different from the owner's name. Businesses that are not registered in the state (as a corporation, partnership, or LLC) are usually individual entrepreneurs. If working as an individual entrepreneur, from your home or other place in your city, you will need a business permit from the city. You may also need additional permits, such as zoning permits or health permits. If you're an independent contractor working for another company, you probably don't need a business license, but cities are different in what they require, so it's best to call and find out. Businesses that have signed up in their state may not need a local city business license, but it's good to check with the city anyway. If you start a limited company, partnership or corporation, you probably won't need this license. You may still need a trader's license or seller's permission. Talk to the city when you get a business license and explain what business you work for and where you are. There are a number of other permits that may be required, depending on your type of business and location, and each city is different. Here's a list of other licenses and permits your business may need. Get.

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