

# C"1

**From:** "William W. Truxes III" <ww@cinch1.com>  
**Subject:** **Re: 12 new global industries for Velcro® brand Qwik Ties!**  
**Date:** February 12, 2008 6:46:47 PM MST  
**To:** "Peter A. Pelletier" <PPelletier@velcro.com>, "Joan B. Cullinane" <jCullinane@velcro.com>, Wil de Hollander <wdhollander@velcro.com>, Howard Kingsford <hkingsford@velcro.com>, Cindy Dean <CDEAN@velcro.com>  
**Cc:** "W. W. Truxes III" <ww@cinch.com>, Truxes <truxes3@ParkCityUS.com>

Dear Peter Pelletier, Joan B. Cullinane, Wil de Hollander, Howard Kingsford and Cindy Dean,

The hook and loop fastener (HALF) industry appear to have just about every application of HALF covered, except one, the potentially huge squeeze tube cinch market. My invention, a squeeze tube cinch (the Cinch1™ or C"1™) holds a tube folded, full and ready to use. This application is not presently addressed by any HALF producer.

11 industries packaged products in 32 billion squeeze tubes in 2004 worldwide.

These 11 industries are Art, Automotive, Construction, Cosmetic, Dentifrice, Food, Household, Industrial, Medical, Pharmaceutical and Skin Care.

A possible 12th industry could be a high use, high visibility, mailable Cinch1/Velcro promotional premium, which can be printed with a company's name, web site, phone number or an emergency public service phone number like a NATIONAL POISON HELP HOTLINE number (e.g. 1-800-222-1212 for the USA). This device is very easy to mail and organizations like AARP (2008 is also AARPs 50th this year) do 90 million mailings per year (1.5% of all non profit 3rd class mail sent per year in the US) and BCBS does one or two mailings per year to their 96 million members.

These 11 new HALF markets mean Cinch1/Velcro will get more face (i.e. shelf space in multiple departments) in more stores!

My new back-to-back, self-engaging tube cinch strap patent addresses this huge market.

My invention can be fabricated with any self gripping, back-to-back fastener from Velcro®, Aplix®, 3M, YKK Corp., or Kuraray Co. Ltd., but I prefer your low-profile (thin) HALF, Velcro® brand Qwik Ties.

Your basic Velcro patent ran out in 1978 and you now have plenty competition from the other HALF manufacturers around the world for the traditional HALF applications. You need patents on new large market applications to grow your business.

I recently received preliminary PCT approval of my patent that addresses this tube cinch market niche. I have permission to enter all my designated national phases and have been notified of transmittal (to my 106 designated offices) of the international search report and the written opinion of the International Preliminary Examining Authority (IPEA).

This written opinion states my patent application with all claims meet the requirements of Novelty(N), Inventive step (IS) and Industrial applicability (IA).

Let me know if you are interested in the foreign patent rights and make me an offer for cash up front plus a % of profit from all Cinch1™ non-US national patents that Velcro gets, and discounts on Qwik Tie stock for my US patented product sales.

Cinch1 LLC and Velcro will cross license our brand names and logos, to use on our packages worldwide.

Velcro can assure that Qwik-Tie will be used in the fabrication of this new invention worldwide by doing the national patent in all states that you want a presence in. I will take the US patent, a 301 million person, 2.4 billion tubes/year market, leaving a 6.3 billion person, 29.6 billion tubes/year market potential market to Velcro.

You must file a national application (in my name and pay expenses and fees) in all states you desire protection for this new high volume use of your Qwik Tie product on or before Sun. Mar 9, 2008 (30 months from my priority date).

European Patent Office (EPO)- Enter European phase within 31 months, i.e. before April 9, 2008. see European application No. 06803095.6 - 1261. EPO has 31 Designated Contracting States: (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LI, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR.)

Sorry about the rush\* but it just occurred to me that you may want to use these national patents to shield/protect your Qwik Tie volume against competitors like 3M, YKK Corp., Kuraray Co. Ltd and Aplix S.A.. [\*there is still time to hire agents to file & translate or use your foreign offices patent crews]

Spend a small amount of money to file the national patents (in my name w/ lic to Velcro for foreign pats) and analyze my offer further during the prosecution of the nationals.

Entering any national phase requires filling out a form and maybe providing a translation of my patent or hiring an agent in the state.

Please view my web site [www.cinch1.com](http://www.cinch1.com) for more information/pictures of my invention and my published patent at [www.wipo.int/pctdb/en/wo.jsp?wo=2007030597](http://www.wipo.int/pctdb/en/wo.jsp?wo=2007030597).

also see European application No. **06803095.6 - 1261** see [www.epo.org](http://www.epo.org) I find it by going to <http://www.epoline.org/portal/public/registerplus> and search inventor=**Truxes** or App#= **06803095**

#### Summary

I have a new patent with potentially high volume and new shelf space for Quik Tie.

You have a 50th Anniversary with exciting new products promised, money and name recognition,

Let's partner up.

Happy 50th! Please forward this anniversary offer to all your decision makers.

Your cable tie markets are very large but I believe my tube cinch market might be larger.

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