

# **AMERICAN F.O.S. TRENDS INC.**



**Company with 100% rights to our  
U.S. Utility Patents and F.O.S. Trademark**

# **MARKETING PLAN**

# **F.O.S.<sup>®</sup> INVENTORS - Mike & Joe**

**....the right company or corporation will instantly see our vision after seeing the whole picture.**

We are looking for the company or corporation who inspires, empowers, connects and cares for its family and friends. We want the company who will be excited about our new tangible social media tool for the world and have fun with it. Our dream and vision is to assign 100% rights to our U.S. utility patents and **F.O.S.** trademark which can be associated with freedom of speech and expression. We believe our **F.O.S.** frame can help lessen “our feeling” of being divided within the U.S.A., due to our general perception of political indecisiveness.

Below are thirteen benefits, each representing one of our 13 original American Colonies, for the company who desires to share our dream.

1. Company will obtain % of royalties for every unit sold that has an **F.O.S.** fashion frame, during its 20 year lifespan.
2. Company will obtain future contracts with fashion apparel and accessory manufacturing companies who wish to market the **F.O.S.** fashion frame trend and who will welcome this new direct working relationship with those companies.
3. Company will see this as a great opportunity to leverage negotiations with the companies who will have the contracts with them, involving the current digital advertising market. It obviously benefits all parties, to sell more units, for higher profits.
4. The company's trademark/logo will be on every single **F.O.S.** frame unit sold increasing brand image and exposure within a totally new industry for them. **F.O.S.** will only strengthen their own trademark/logo. We envision an original double-sided logo with **F.O.S.** on the back that cannot be replicated due to its material and confidential new color code.

5. Company will also receive positive brand recognition and additional respect due to our dream of having a % of the royalties of each unit sold donated towards world charities and or good causes that are relevant to our current times, showing human interests and human compassion.

6. Company will also obtain immeasurable exposure, connection and association with “what the product is” and what “it stands for” within the U.S.A. and the world. A company can increase its respect from other companies, since social media is relatively young in years and new to the world. It can strengthen and enhance a more serious backdrop within the corporate world with such a product and concept as **F.O.S.** It can lessen the corporate image perception of social media, being at times idol chit chat, and less profit driven. It can improve and strengthen the image of social media’s importance within the national and global society.

7. Due to the company’s own ingenuity and creativity, will see the **F.O.S.** “inserts” chosen by consumers, as an opportunity to entice their own family and friends to display items that pertain to or are relevant to their own company, ex. via downloads, incentives, sales, discounts, games, free give-a-ways, etc. Can the **F.O.S.** fashion frame also be a modern “show and tell” frameboard, besides being a frame for the consumers to display their own personal selections for **F.O.S.** inserts? Our bet is on the persuasive and powerful advertising/marketing industries. We would double down if it was a blackjack bet!

8. The company will also benefit when the world realizes that not all social media products are only “technology driven”. Even a simple **F.O.S.** frame and concept which is relatable, with an earthly quality, can be powerful, affective and loads of fun. It’s advantageous to connect the cyber world now to the real world with this simple tangible product/concept. People of all ages will see that the **F.O.S.** can obtain the results they desire, and realize social media is simple and not complicated.

9. Company will see how incredibly easy and fun this product and concept is to market. It is perfect for print ads and television commercials which are the most effective mediums within the advertising world, at this point in time. Also, can't you imagine and see the fabulous retail store's window displays using the **F.O.S.** on their own apparel and accessories, with social media messages? Their displays will have multi-purposes, due to the **F.O.S.** product's purpose and use.

10. Our **F.O.S.** patents and trademark are an easy fit for any company who likes to try new things and who is interested in connecting with other powerhouse industries, other than themselves, or just be a company who desires to cross over to other industries.

11. Due to the company's future direct connection with the competitive, powerful and lucrative advertising/marketing industries, like never before in this magnitude; will enjoy this additional respect for taking the risk in entering this new frontier.

12. The **F.O.S.** product/concept will give more attention to social media, and become even more mainstream, due to every household and family being a serious prospect of owning multiple units of the **F.O.S.**, within its 20 year patent lifespan.

13. The **F.O.S.**<sup>®</sup> will sell America with our "U.S.A. Brands" with incredible global economic power. The **F.O.S.**<sup>®</sup>- Brand U.S.A. theme will be easily recognized and immediately understood within the global market, when it is properly launched and introduced. It is advantageous to sell Brand U.S.A., with their own brand. Manufacturers and retailers will be honored and pleased to have a professional, tasteful double-sided trademark/logo on their **F.O.S.** social media frame when they see how profitable their new designs become for their regular and new customers.

What's extra special about our **F.O.S.** patents and trademark, is that it is a totally "brand" new concept. Even though we believe the **F.O.S.** trends can succeed independently as a business on its own, imagine the effect it would have on the world, if it joins forces with the a major corporation in the world. **F.O.S.** carries the essence and heart of social media.

**F.O.S.** will be a fun shocker to the world. Most individuals immediately associate social media tools as enhancements, new features or new and improved attributes that are typically "technology driven" that are usually too complex to explain to the every day user. Even though it is not necessary to comprehend the science behind it, it still baffles the regular person's mind. The beauty of **F.O.S.** is its simplicity and purpose. It is social media to the bone and relatable to everyone in the universe....and it has the U.S.A. "brand" trademark to boot, standing behind it.

**F.O.S.<sup>®</sup> STRONG! MADE IN THE U.S.A.!**

It literally supports and compliments every social media tool that's currently out there and all the future ones yet to be created.

**NOW....GET READY....  
AND MEET F.O.S. IN  
FULL VISION! :o)**

**F.O.S.<sup>®</sup>**

**U.S. UTILITY PATENTS  
&  
TRADEMARK  
OF  
THE  
DECADE!**

**...the simple profound concept that  
will change the world and make it better.**

# **F.O.S.<sup>®</sup> PATENTS**

**“CHALLENGES MAJOR INDUSTRIES!!**

**DIRECTLY AFFECTS**

**Fashion Apparel and Accessory Industry**

**Social Media and Technology Industry**

**Advertising and Marketing Industry**

....nothing is cut and dry anymore, industries overlap/layer and affect one another, more now than ever, due to our ability to instantly communicate, while keeping up with our constant and ever changing technological advances and improvements.

# F.O.S.<sup>®</sup>

## **FASHION APPAREL AND ACCESSORIES....**

Our simple new frame design creates an innovative product with purposeful use. Can utilize existing designs or create new ones.

....it truly enhances all apparel and accessories.

“EZ on Fashion!”

## **SOCIAL MEDIA/TECHNOLOGY....**

New important tangible tool that will be useful, beneficial, accessible and relatable to every consumer of all ages, due to the multiple **F.O.S.** trends products available. It also pertains to all types of businesses, large corporations and small individual sole proprietors.

Future holder to new innovative electronic products yet to be invented. :) (sleek & bendable)

## **ADVERTISING/MARKETING....**

“A dream product to market!” EZ, FUN and USEFUL!” The **F.O.S.** frame is a useful, accessible, available and relatable product with limitless opportunities and possibilities for all consumers and all business markets. We see no serious foreseeable challenges, as long as everyone follows our already existing solid and basic laws that were created or amended by our forefathers.

Fashion industry will put it on our apparel and accessories, social media will use it for their own purpose and fun, technology will use it as a "holder" for their electronics and advertising and marketing will play creatively with our minds, with unlimited possibilities....a new exciting frontier for all!

**F.O.S.<sup>®</sup>**

**PATENTS AND TRADEMARK**

**LOCAL**

**SOCIAL**

**NATIONAL**

**GLOBAL**

# F.O.S.®.....

....will challenge the fashion industry, especially since it was created outside their own industry. But no worries here, fashion is the one industry that thrives in knowing how to handle changes best, when it comes to trends. Usually fashion companies are the creators of trends, but not this time. This time, social media will happily take the lead, proudly and graciously!

Even though the fashion industry may not have initially expected to be directly connected with social media, we feel the fashion industry will embrace it and welcome it with open arms because of its excitement and frenzy affects. Can't you see the healthy competitiveness of designers creating new and creative designs? Fashion is self-expression.

The fashion industry is smart and intuitive and always one step ahead of everyone. Fashion companies know if they do not change with the times and jump on the American bandwagon and keep up with the trends, it can be detrimental for them. Individual companies and manufacturers know their customers are a fickle bunch. No company wants to risk losing and jeopardizing their existing customer base. They will see it as an opportunity and grasp this new concept and run with it. Our question is, who will be the one who leads the **F.O.S.** concept and succeed first at it? What's also cool about this whole thing, we foresee it hitting the market quickly since this minor addition/alteration is simple and not costly.

It easily compliments their already existing designs. Designers will find it to be an EZ adjustment and without a serious jolt to their prior visions upcoming line of clothing and accessories once the **F.O.S.** frame is available. It will be fun and exhilarating for them to welcome this new trend with its profound purpose for the advertising/marketing industry and social media technology industry. Everybody will have a field day with the **F.O.S.** fashion frame!

The **F.O.S.** patents and trademark will connect three powerhouse industries! We can't think of any product that has ever done this before, can you? ....maybe that is an unfair question, since social media never existed before.

We see everyone playing nice together, especially when it is profitable, EZ and fun at the same time!

Consumers might be surprised at first to see social media directly connected to the fashion industry, but not shocked, since fashion has always been a major serious connector to people throughout history. It may not have made sense in the past, but it sure does today.

# ATT: FASHION COMPANIES/MANUFACTURERS ....perfect for you all

## FRAME FABRIC

(You can actually use your own previous scraps for the frame; “waste less, use more” while making greater profit.)

## TRANSLUCENT/TRANSPARENT MATERIAL

## FASTENERS

(Sewn, snaps, hook & loop, buttons, zippers.)

## MARKUP

(Wholesale and retail prices.)

## RESULTS

(Can you hear the slot machine bells?)

## COSTS

LOW → 0

LOW

LOW

HIGH

DING DING DING



Great Profits

# **F.O.S.**® (fashion frame trademark)

“of few words” - actually are letters, a fun oxymoron. LOL!

It embodies our spirit and emulates the U.S.A.'s most fundamental rights of freedom of speech and expression.

**F.O.S.** is "Brand U.S.A." to the 10th Power!

- ★ Simplicity
- ★ Strong profound message and concept
- ★ Symbolic bold letters representing strength
- ★ Fresh new young red, white and blue colors. The new colors continue to instill positive American pride, and reminds us of our heritage and forefathers, while still associating with patriotic colors, even though they are not exactly our flag's colors. These colors will not be “too aggressive” to the world's perception of the U.S.A. (Red is best color for marketing, signage and for reading distance for the eyes.)
- ★ Relatable to every U.S.A. citizen and anyone who knows the U.S.A.....our 5 star trademark.

Wouldn't it be a beautiful thing, if our **F.O.S.**® fashion frame can strengthen our patriotism and admiration within the United States of America, as well as the rest of the world?

**F.O.S.<sup>®</sup>**  
**STRONG**

Trademark  
"MADE IN THE U.S.A."

## Imagine....

....your company logo/trademark on every **F.O.S.** frame unit sold. It can happen! Since U.S. patents lifespan is for 20 years it can easily be part of the agreement with the fashion/manufacturing companies, who will team up with the company who we wish to assign the 100% rights to our patents and trademark. What company wouldn't want to be connected with a product of social media, right? We also feel, it would give consumers more comfort with benefits. It is only natural too, for any company that has a contract with the company with the 100% rights to the patent and trademark to also negotiate special advertising rates with the company they are now working with. We see this as a great opportunity that's knocking on one's door. Our vision doesn't end here, imagine if a company can devise it's logo/trademark made of a material/metal and color (that is one of a kind) that is confidential within the company, that cannot be duplicated or easily copied. It would prevent some fraud of those (sorry, can't think of any better words) TACKY AND CHEAP illegal copies/versions that are sold in the black market, when ingenious new products from designers are created. Wouldn't this be a great message and lesson to those companies who typically make illegal copies and versions? It would show the company's assertiveness and proactive strength/stance and competence. It could also be cool if the company devises a double-sided logo/trademark with **F.O.S.** on the back (like a U.S. coin?). We can see an incredible launch when THE company informs the world we've got your back, front, side!....it can actually relate to and connect with both the manufacturers/fashion companies interest and/or to the consumers. We foresee this as a great opportunity for a memorable T.V. commercial or print ad.

Did we mention already, **F.O.S.** is a great product that is very marketable, especially with the two strongest and most affective methods in advertising - print ads and television commercials, while dramatically continuing increasing the vital future digital ad market? Also lets not forget that...

1. **F.O.S.** Frame Insert Download affects and influence.
2. Remember the **F.O.S.** Frame Inserts can live forever, as long as the consumer desires to save them and re-use them. We bet some “inserts” will be true collectibles with actual dollar value over time.

## WHAT TRADEMARK OUT THERE CAN BE AS "PLAYFUL" AS **F.O.S.**®?

### Let's play word games/word associations with **F.O.S.**®

First and foremost, **F.O.S.** can be associated with one of the most important and powerful messages out there - freedom of speech and expression. But for fun, think of how **F.O.S.** can connect easily and be associated with other meanings without disrespecting the true meaning.

Our TOP 13 (again - we end up with lucky 13-  
....for each of the original American colonies.) :o)

1. Feet of Social Media
2. For our "Searches"
3. Fashion on Self
4. Fashion of Social Media
5. For our Strong
6. For our Stores
7. For our Stars
8. Fashion of Substance
9. Fun on Self
10. For Our Savior
11. Frame of Social Media
12. Frame on Self
13. Forte on Self (What can I say, I love my name.)

# **F.O.S.<sup>®</sup>**

## **PRODUCT AND TRADEMARK**

....will show the world, computer technology and social media are not only for the younger generation, but for everyone of all ages. One can never ever be bored with **F.O.S.** fashion frames, especially middle school, high school and college age individuals. The company with 100% rights will be part of the finest advertising - via a connection that is with other companies or brand new advertising of their own. This can become the new heartfelt company that reminds people of those unforgettable Hallmark/Kodak commercials we all miss so terribly. **F.O.S.** can stimulate everyone.

## **PLAY, WATCH AND SEE**

....everybody needs purpose, wants results and loves progress.

## **F.O.S.<sup>®</sup> ARE THE FEET OF SOCIAL MEDIA**

....it will hit the streets running and never look back, for young and old alike.

....can't you see grandma wearing an **F.O.S.** fashion frame on her apron garment with photos of her grand kids and loving it? We bet it can be the tipping point for those senior citizens who have not ventured yet into social media. The **F.O.S.** fashion frame can help them to maybe take the plunge.

**F.O.S.<sup>®</sup>**  
**FRAME**  
**“INSERTS”**  
**MIRROR**  
**YOU!**

**Personality**

**Interests**

**Favorites**

**Messages**

**Tastes**

**Humor**

**Sports**

**Friends**

**Family**

....they are like permanent  
Flash Cards  
....how cool is that!

....anything that is part of  
who you are.

# “CHINESE PROVERB”

**“I hear, and I forget,  
I see and I remember.  
I do and I understand.”**

This proverb captures the key elements of our concept and vision. Visuals in the **F.O.S.** Fashion Frame will be extremely impressionable, informative and memorable while mirroring one's own personality.

Did I mention, **F.O.S.** frame will be fantastic for print ads, as well as being easily marketable through television commercial advertising, while the world has fun, wearing it for their own pleasure?

The **F.O.S.** frame will make people think, share, connect and influence one another by their own insert choices and selections. It will be important to the person what he or she chooses to put in their fashion frame, “as their insert”, while showcasing their personal expression. We believe it will instill a sense of pride and possibly even display some talent or possible accomplishment, or some knowledge they wish to share in the process.

It will be a great tool for our global millennials to connect with one another, for communication and purpose via social media. It can help them with their confidence and self esteem, especially for those who feel ignored and invisible. They will see, over time, that their opinion and voice counts, like everyone else's.

Training  
Convention  
Uniforms  
Police  
Milk Carton  
Messages  
Current Events  
Menus  
Today's Specials  
Small Business  
Promos  
Medium Business  
Promos  
Large Corp.'s  
Coupons  
Surprises  
Gifts  
Puzzles  
Scavenger Hunt  
Advertising  
Marketing  
Photos  
Frames  
Toys  
Pets  
Games  
Rhymes  
Limericks  
Word games  
Mysteries  
Holidays  
Disappointments  
Cheers  
Letters  
Choices  
Signals  
Chaos  
T.V.  
Reality Shows  
Patriotism  
Radio

Clubs  
Religion  
School Clubs  
Mascots  
Gyms  
Resumes  
Ballet  
Opera  
Symphony  
Plays  
Spectator Sports  
Music  
Dance  
Tap  
Modern  
Jazz  
Rock  
Hip Hop  
Rap  
Country  
Pop  
DVD's  
Digital  
Animals  
Wildlife  
Magazines  
Incentives  
Perks  
Prizes  
Deals  
Strategies  
Options  
Benefits  
Downloads  
Apps  
Acc.  
Teen Game Logos  
Fashion  
Attitude  
Comfort  
Products

Services  
Social Justice  
Unity  
Help  
Love  
Laugh  
Expression  
Sign Language  
Visuals  
Politics  
Media  
Celebrations  
Articles  
Quotes  
Symbolism

Picks  
Foreign  
Opinion  
Generations  
Designs  
Textures  
Colors  
Fabrics  
Patches  
Magnets  
Flags  
Stained Glass  
Cards  
Mosaics  
Crafts  
Learning  
Travel  
Teach

Expose  
Impress  
Post Cards  
Greeting Cards  
Fun  
Advocate  
Concepts  
Affirmations  
Jokes  
Trivia  
Graffiti Art  
Initials  
Numbers  
Words  
Sayings

Brands  
Logos  
Ads  
Messages  
School Lunch  
Bags  
Mini Posters  
Symbols  
Green  
Pro-Environment  
Nature  
Books  
Movies  
Science  
History  
Math  
Share  
Family

Friends  
Party  
World Map  
Ethics  
Traditions  
Users  
Manners  
Respect  
Principles  
Laws  
Charities  
Vacations  
Theater  
Hobby  
Personality  
Birthday  
Example  
Tattoos  
Challenge  
Sports  
Heart  
Athletes  
Fitness  
Food  
Rainbow  
Frenzy  
Force  
Originals  
International  
Social Media  
Technology  
Peace  
Memories  
Movements  
Demonstrations  
Concerts  
Conversation  
Social  
Global  
Local  
National

Voice  
Kindness  
Tool for Physically  
Challenged  
Forgiveness  
Gratitude  
Bizarre  
Normal  
Memoriam  
Legends  
Enthusiasm  
Greats  
Stars  
Celebs  
Role Models  
Fashion Models  
Recycle  
Inspiration  
Visions  
Aspirations  
Dreams  
Goals  
Controversy  
Proactive  
Questions  
Impressions  
Purpose  
Favorites  
Culture  
Vintage  
Patterns  
Tapestry  
Needlepoint  
Silk  
Jigsaw Puzzles  
Stamps  
Board Game Logos  
Pop Culture

**F.O.S.<sup>®</sup>**  
**FRAME**  
**THEMES & USES**

# SOCIAL MEDIA & ADVENTUROUS COMPANY PRICELESS

EMPOWERS  
CONNECTS

INSPIRES  
SHARES



INSPIRES TOO  
CONNECTS TOO

EMPOWERS TOO  
SHARES TOO

**F.O.S.<sup>®</sup>**  
**PATENTS & TRADEMARK**  
**PRICELESS**

## NEW POTENTIAL REVENUE GENERATING BUSINESS OPPORTUNITIES WHEN **F.O.S.**<sup>®</sup> IS LAUNCHED

**F.O.S. FRAME INSERT CASES** - As people accumulate their “inserts”, they will need a case to organize, and protect them from damage and for safe keeping. It can be a new design or be nostalgic and resemble the 45 RPM cases, many baby boomers will recall.

**F.O.S. FRAME “INSERTS”** - All individuals and businesses will be able to create and market inserts for their own purposes, that assist in their marketing and advertising. It will be extremely beneficial for companies to create “inserts” that consumers will want and find appealing to purchase and or use for themselves or even be given to consumers “for free” for advertising and marketing purposes via incentives, etc. How cool can that be! Is there anything wrong with “free advertising”?

**MARKETING/ADVERTISING - NEW BUSINESS STRATEGY** - This most lucrative industry will find it in their best interest, to welcome this new product and concept and look at it for its opportunities and possibilities. Who doesn't love free positive advertising and exposure, when opportunity knocks at their door. Print ads can live forever! They can entice consumers with promos and incentives. They will begin creating ads in mediums such as newspapers and magazines that are perforated and designed to entice consumers to tear them out and desire to use as personal “inserts” in their **F.O.S.** Imagine how companies will entice, (even more than today) consumers to download inserts. Marketers and advertisers will have a field day with the **F.O.S.** frame concept!

**F.O.S. FRAME “INSERT” BORDERS** - If handled correctly, can be a profitable industry for consumers who desire to use more “personal” items as inserts that may not be a perfect fit within their **F.O.S.** frame but can become special by custom fitting it within a frame border accessory, made of different colors, sizes and textures.

“Everything looks better in the **F.O.S.** frame and every “**F.O.S.** insert” looks even better, with an “**F.O.S.** Border” within an **F.O.S.** frame.”

# **F.O.S.<sup>®</sup> VISION AND DREAM INCLUDES “PAYING IT FORWARD”**

After we assign 100% rights to the company, who will lead our **F.O.S.** frame forward, to a new frontier, this company will begin teaming up with fashion companies, manufacturing companies who want to share the same vision and challenge and jump on the American bandwagon. One extremely important part of our dream is for a % of the royalties from every unit sold on the market as part of the agreement to be donated to world charities or important causes in need of help that are current to the times.

We see the **F.O.S.** frame royalties easily shared between the new assigned company who has 100% rights of the **F.O.S.** frame patents and trademark, the prospective charities chosen, and the lifetime creators of the **F.O.S.** frame patents and trademark.

Our dream and vision is for the world to see the **F.O.S.** frame as a positive example to all companies. We want the world to see the amazing results when companies team up and join forces for good causes from different industries, who in the past would not have had anything to do with one another. It will put social media in a deserving class of its own. We hope that this practice will become more prevalent and a common trend in our future.

We also hope that in the future, company image and business practices will be scrutinized more by the consumer so that there can be a better balance within our own economy and the global economy.

**F.O.S.** has been our baby for over 6½, years. We would never consider giving it up unless we knew it would be taken care of and be allowed to grow up strong while doing “good” for others in the world. We are speaking from our hearts. We hope **F.O.S.** will be a company's newest addition in the family. Like any parent, we only see the good in “**F.O.S.**” We are looking forward and are anxious to watch our **F.O.S.** develop and evolve within the social media world. Oh, by the way, we have another great idea, but we will save that for another day.

The Fashion Industry will be the first to see the **F.O.S.** affects, who are known for purposely marketing consumers to change behavior so they buy new products consistently with trends and styles, so consumers, consume more for each of the seasons, spring, summer, winter and fall wear. The **F.O.S.** will be a strong and solid asset over its 20 year lifespan. The potential of the **F.O.S.** products/trends purchased by consumers, more than once over the patents’s 20 year lifespan is earth shattering and mind boggling ever since our national economy can instantaneously go global. It is difficult to comprehend the numbers. It goes beyond one’s imagination if you include all three powerhouse industries - fashion apparel and accessories, social media/technology and advertising/marketing - locally, socially, nationally and globally. (Don’t forget to read **F.O.S.** TRIVIA, learn how it was all inspired).

Companies spend a lot of money in advertising to persuade consumers to buy their products or services. Our **F.O.S.** has strong purpose and symbolism with low or no additional costs. Let’s not forget, the most memorable advertising is through print ads and T.V. commercials. :o) It is inevitable consumers will use a high % from their collection of “inserts” from image print ads for their own personal use and satisfaction. It will be the most persuasive and talented marketing/advertising companies who will be successful and who stand out when consumers choose their ads as their own inserts. You can bet consumers will be influenced by ads with famous or attractive people with an important message or some purpose that suggests it can improve one’s life, or desiring some new luxury or possibly be enticed through receiving “free gifts/giveaways”, willing and eager to wait on very long lines if necessary. It is the advertisers mind set that puts the urgency in the consumer’s mind to purchase and jump on the American bandwagon - “you should use it too!”....they will speak out - how much fun it is to use....probably using beautiful people or maybe regular people....or marketing to the young generation’s perception “as it being cool!” or emphasizing high status with designer **F.O.S.’s!** (We are sure tabloids will take some photos of celebrities, only because of what is in their **F.O.S.**)

The **F.O.S.** frame will shake shoppers out of habit and have consumers participate and connect more with social media without realizing it because of the future available ads and because of it being a brand new trend. We believe the denim style jacket will be the seed and first classic popular **F.O.S.** frame trend being launched in the market successfully.

It is marketing that puts in people's minds, comparison shopping. We foresee magazine and newspaper ads changing and having a longer life span (shelf life) due to the **F.O.S.** frame. Even though all advertisements are copyrighted, we see it in a company's best interest. It's advantageous for selected future ads to be worn in the **F.O.S.** fashion frame. Allegedly a clause in fine print at the bottom of an ad is not even required - for consumer's permission for republishing and displaying ads for individual use only. No duplication of any kind is permitted. Consumers who purchase such items, as newspapers and magazines, have the right to display them, as long as they are the originals. They can be worn in an **F.O.S.** fashion frame, if he or she desires. The **F.O.S.** fashion frame will become a new venue for free advertising. (Ads with positive messages, celebrity endorsements, promotions, causes, to just name a few.) Can't you see future ads worn in the **F.O.S.** frame become very competitive amongst powerful companies and advertising agencies? Can anyone come up with a reason why a company would not want their ad worn if a consumer desires to wear it in an **F.O.S.** fashion frame? There are many ads out there right now that would be "cool" to wear - especially those with humor, irony, and those using celebrities to endorse their products. **F.O.S.** is new for all of us. An **F.O.S.** frame is a good reason to keep buying newspapers and magazines! This is great news!

We see the **F.O.S.** frame as a positive force for the economy nationally and globally. The new **F.O.S.** frame trend, may just be the "kick" our economy needs so desperately. Imagine how people will have to "think" again, to have the most fun with an **F.O.S.** frame. It may just lessen the perception that technology seems to be running our lives. An **F.O.S.** frame brings back the "FUN" in technology thanks to social media!

What's also special about the **F.O.S.** frame patents and trademark is that it represents much of what all Americans think, of what the U.S.A. stands for; if they were asked to answer with only one main reason. We also think that many people might also wonder why it never existed before because of its simplicity and appearance of looking like it already existed. Some might even wish they came up with the idea, because of how interesting it is on so many levels. :o)

# **F.O.S.<sup>®</sup> FRAME SAMPLE MARKETS MADE EZ**

## **F.O.S. FRAME INTELLECT**

Individual consumers who appreciate and take pride in all cultures, the creative arts, literature and worldly knowledge, science and who like to share it with others in their own personal **F.O.S.** frame.... just wait till you see, how many come out of the closet.

## **F.O.S. FRAME DESIGNERS**

Individual consumers who prefer purchasing fashion designer apparel and accessories and who may also, only use original “works” or items of value for their “inserts” when wearing out their own personal **F.O.S.** frame.

EX. Their classic expensive designer leather jacket can easily be converted back to being a regular leather jacket by the designer’s new design, so it can be worn appropriately during functions and events, by easily removing the transparent/translucent frame via zippers or snaps or hook and loop. You would never realize that the **F.O.S.** frame was even part of it when it is not being used. (...right after work, they slip their team patch in their head apparel and jacket and are ready to root for their team!)

## COMPUTER TECHNOLOGY & FUTURE GROWTH OF SOCIAL MEDIA

“Every day millions of Americans shop, sell, bank, learn, talk and work on line. At turn of the century, on line retail sales were around 20 billion in the U.S., now they’re nearly 200 billion.”

*Secretary Bryson  
White House Office of Press Secretary  
2/23/2012*

We foresee **F.O.S.** with incredible global market potential with concept and trademark. Is it not unrealistic, for the lifetime of the patent’s 20 year period, for a consumer to possibly own an **F.O.S.** jacket apparel, **F.O.S.** shirt apparel and even an **F.O.S.** apron apparel garment? Imagine just one family. The potential purchase/circulation of a billion users would be on the low estimate due to the rapid growth of social media and sophisticated forms of communication we have in the world today.

“Appreciation is a wonderful thing, it makes what is excellent in others belong to us as well.”

*Voltaire*

We wonder what Voltaire would have thought of social media if he was alive today. We bet his reasoning wouldn’t have changed a bit. :o)

“The deepest American dream is not the hunger for money or fame, it is the dream of settling down in peace and freedom and cooperation in the promised land.”

*Scott Russell Sanders*

We believe the American people will take the lead with our **F.O.S.** frame and influence areas that need some attention and corrections. It will be our younger generation of today who will make it happen. Our **F.O.S.** frame social media tool will assist, and complement many of the existing tools for communication and bring out social media to a new level due to the **F.O.S.** frame being a tangible item with a simple concept. The **F.O.S.** frame will be totally under the control of each human being who wishes to use it for any purpose they so desire. Even though individuals will have influences within the various industries, it will still always be the individual who makes the final decision in the end of what they decide to display in their **F.O.S.** frame, after they decided which fashion brand they prefer, or what is possibly the current concern in social media, or even the influence and power the advertising and marketing world industry has within their mediums. Our instinct is telling us that the **F.O.S.** frame will remind people that each and every one of us can make a difference. We bet the **F.O.S.** frame will lessen the fear of wanting to speak out and be heard, or lessen the frustration when feeling ignored by corporations and politicians who are perceived at times of “running amuck” with sensible and logical decision making. Consumers will realize more and more, over time that they have serious influence over corporations since they are the purchasing agents who directly affects a company’s success and CEO’s and Board member’s wealth.

Let us not forget, just recently, all of us have been reminded, time after time, that corporations are not considered people within the law, therefore not making this business entity accountable for many of their past practices. Even their own corporate leaders did not take the responsibility when wrong doings occurred. The **F.O.S.** frame can be the “baby step” of empowerment for the common individual who may even fall in the low income bracket and or middle class people who are the majority of the population; nationally and globally. If corporations and politicians do not listen and embrace the needs and wants of the American people (or all people) and the world they may see direct affects within our social media. **F.O.S.** frame can help bring balance back and allow the American dream to come alive again. Don’t we all want the U.S.A. to return to their good standing in the past of being a great example to the world because of our democracy? Our simple concept can stir the spirit and voices of the American people and cause the positive changes we need at this moment in our history. Lack of bipartisanship and slowness for change, bare minimum improvements and little progress needs to stop.

# F.O.S.<sup>®</sup> FRAME PROJECTIONS

- ★ Improve quality in apparel with lesser cheaper products on the market.
- ★ Connect all generations, lessen the “gap” with misconceptions.
- ★ Everyone welcomes it, discriminates against no group or individual.
- ★ Younger generation will lead first, and older generation will follow.
- ★ Pushes progress.
- ★ Allows introverts to be heard.
- ★ Cause new “trends”
  - ....”what’s old will be new again” (typical fashion cycle) Examples:
  - Hoodie apparel makeover with positive messages.
  - Frame skirt apparel - “You can get respect and still wear a skirt”.
  - Apron garment - boring no more - even fun for grandma!
  - Frame tie accessory for all genders.
  - School bag carri-able article - “got personality and shows identity too!”
  - Headband accessory- stylish useful and fashionable.
  - Trousers with front flap are back and very cool!
- ★ Senior citizen market - find it fun downloading photos for their **F.O.S.** frame!
- ★ Cause advertising/marketing frenzy
- ★ Learning really is FUN! ....especially when you are a kid and everyone else is doing it with YOU!
- ★ Fantastic global social media tool. It is proven social media does help students succeed in business.
- ★ Inspiration, empowerment, self esteem and confidence boosters.
- ★ Visuals are more difficult to be ignored, therefore more memorable.
- ★ People will see how one voice makes a difference and become more participatory.
- ★ Computer people do have personality and have other interests.
- ★ Change is not as scary as it seems, totally overdramatized!
- ★ It’s OK to stand alone too. ....feels good to be unique and different (feel special).
- ★ Unity has power.
- ★ Can help and connect friends, families.
- ★ Global connector.
- ★ Fashion with purpose, less pretentious.
- ★ Get respect with **F.O.S.** frames trends and style.
- ★ Tool for peaceful demonstrations and movements.
- ★ Great conversation piece/as always act diligently with strangers.
- ★ Helps social justices and equal rights.
- ★ Speed up social media momentum.
- ★ Can **F.O.S.** frames give people a brain overload, is that even possible?....that would be a nice change.
- ★ Charities benefit - benefit charities.
- ★ ★ ★ Priceless product/concept for poor countries. (Confidence/ teach/learn/and showcase hidden talents where self esteem lacks due to their environment.) Great item U.S.A. can donate and even be used as possible school uniform since some 3rd world countries have limited access to clothing, supplies, etc.
- ★ Important connector to our politicians.
- ★ Fun tool for individuals who want to share with others what interests them.
- ★ Can be fun tool for individuals with physical disabilities/puts them on equal forum with everyone else.
- ★ Future holder for sleek, bendable tech electronics.

# AMERICAN F.O.S.<sup>®</sup> TRENDS INC.

## PROJECTED FUTURE TRENDS

(Just some of many.)

### NEW F.O.S. FASHION FRAME SKIRT APPAREL

....Do not have to wear pants to get respect.

Small frame on side of a slightly flared stylish youthful skirt. It can be initially promoted, using numbers, letters, initials inside the **F.O.S.** fashion frame. It may bring back memories for the baby boomers and remind them of their previous trends from the past. What's old will be new again.

### F.O.S. HOODED SWEATSHIRT APPAREL MAKEOVER

STYLISH WITH A POSITIVE MESSAGE.

Small frame on the hood, that is visible when hood is up or down. Best inserts are those that mirror the item so that it does not have to be changed, when hood is up or down....if you are lazy to not want to adjust it when necessary. We see patches, symbols and one worders perfect for the frame. Ex. Breast Cancer Month - "PINK RIBBON" or even a yield sign, while you are jogging.

### F.O.S. SHOULDER BAG ACCESSORY ONE GOOD QUALITY BAG IS ENOUGH.

Wouldn't it be cool to put an entire magazine in the frame. You save space and show it off at the same time. Or put in something else you would like others to see. :o)

### F.O.S. SCHOOL BAG CARRI-ABLE ARTICLE

Reflects personality and identity of owner of school bag....adults included.

### F.O.S. FRAME NECKTIE ACCESSORY GARMENT

FOR ALL GENDERS. COLLARS ARE NICE BUT NOT NECESSARY.

"What's inside is what really matters." It will be very cool for boys or girls to wear ties for those who want to make a statement, fashion or not. Boys will no longer roll their eyes at mom....girls will just :o)

### F.O.S. FRAME SHIRT APPAREL

Multi-purpose shirt that goes 3 ways.  
SLEEVLSS/SHORT SLEEVE/LONG SLEEVE

"White American denim fabric - we say wear white in the winter." The more you wear it the better it looks. A shirt for all seasons. Perfect shirt to travel with when there are climate changes.

### NEW F.O.S. CHARITY WRIST AND ARM BAND ACCESSORY APPAREL

Reusable for those conscientious volunteers who do not stop at just one charity or cause and who does not like to see it sitting in their drawer collecting dust for long periods of time.

### F.O.S. FRAME HAT & HEADBAND ACCESSORY ARTICLES

Allows you to re-use your favorite and change its theme when necessary. Perfect for all sports teams, for all seasons.

.....get patches of all your favorite teams.  
.....just need one good quality one.  
(Who needs lots in their closet - less is more!)

### F.O.S. FRAME APRON GARMENTS

No longer embarrassing to wear or boring! Keep your favorite color and change it according to function or preference.  
.....grandma will love it. She will put photos of her grand kids inside.

### F.O.S. FRAME SHIRT APPAREL

Double Layer Cotton T-shirts for athletic wear or everyday wear. Great comfort with extra warmth, that also looks very, very cool!

.....look like a marathon runner. :o)

### F.O.S. FRAME TECHNOLOGY PRODUCTS

Great holder/sleeve for new sleek, bendable electronics. Ex. portable video games, cameras and more.

**TIMES SQUARE**  
**is**  
**Long Overdue For**  
**"The" Landmark New Frameboard**  
**.....everyone will go purposely to see.**

**F.O.S.<sup>®</sup>**

**FRAME CONCEPT**

**Can be the great tool for advertising**  
**a company's new connections, products, etc.**  
**while teaming up with their new relationships**  
**within the fashion/manufacturing world**  
**and**  
**the advertising/marketing world.**

# F.O.S.<sup>®</sup> FRAME SONG

Simple concept and strong trademark has great potential to showcase new global song. It can be a totally new or a familiar melody everyone can associate with or connect easily to, that relates to the **F.O.S.** trademark and concept.

## SUGGESTION AND POSSIBILITY

One of our favorite international artists, STING, has a great classic song called, "Message in a Bottle".

We envision easily substituting appropriate words that are catchy, but still connects with its great melody.

EX. "Sending out an S.O.S." Substitute with - "wearing out my **F.O.S.**" We love the dual message of wearing it out and using it so much that it gets worn out for excess use. (Don't you think of American denim fabric, which was created in the U.S.A.?)

We hear STING is a nice guy, maybe he would be flattered and honored for an old song of his to become alive again globally for the right company in the world who does good for many.

# SOCIAL MEDIA IS IMPORTANT AND NECESSARY

Below are quotes from books we appreciate and stand behind.

From *The New Digital Age: Reshaping the Future of People, Nations and Business*

By Eric Schmidt and Jared Cohen

"The best thing anyone can do to improve the quality of life around the world is to drive connectivity and technological opportunity."

"When given the access the people will do the rest." p. 257

"We cannot eliminate inequality or abuse of power, but through technological inclusion we can help transfer power into the hands of individual people and trust that they will take it from there. It won't be easy, but it will be worth it." p. 257

From *dot COMPLICATED: Untangling Our Wired Lives*

By Randi Zuckerberg

"Beyond people, we'll see objects, our environments, our homes, our clothes, and our cars come alive with data. One of the most popular Silicon Valley predictions is of a future with an "Internet of Things" - a world where our cars, kitchen appliances, and even shoes are connected. We're well on the way to seeing that become a reality. According to a Cisco study in April 2011, there are between ten and fifteen billion connected devices in the world today, but by 2020 that number will have reached fifty billion." p. 63

"If you want to move the world, you need to speak the language of the world. This doesn't just mean having your words understood; it means sometimes you don't need words at all. Pictures, videos, music, or art often translate more easily across different communities and cultures by tapping into universal human values and emotions. If your movement can be defined by a simple image, a captivating video, or a snappy hash tag, these forms of communication can cross geographical borders and unite the world in action." p. 207-8

"We believe in our hearts that the company who will launch our F.O.S. fashion frame the right way, will show the world how truly special it is when humanity directly connects to technology. That is beautiful!"

Mike Forte and Joe Geraci

# PRINT AD

Directed towards fashion apparel and accessory manufacturing companies.

**JUMP ON THE AMERICAN  
BANDWAGON WITH US....**

**NEW SOCIAL MEDIA TOOL  
FOR EVERY CONCEIVABLE MARKET**

**....BEFORE IT IS TOO LATE!**

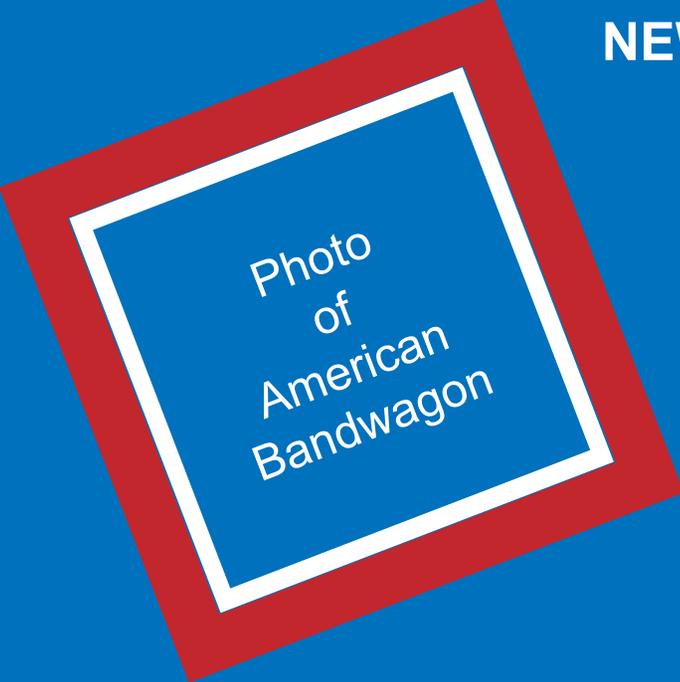


Photo  
of  
American  
Bandwagon

**F.O.S.  
FASHION  
FRAME**

# PRINT AD

Directed towards fashion apparel and accessory manufacturing companies.

**"GET FRAMED" or "FRAME UP"**

.....SIGN UP AND TEAM UP WITH US,  
WITH HOTTEST NEW SOCIAL MEDIA  
APPAREL AND ACCESSORY TRENDS!

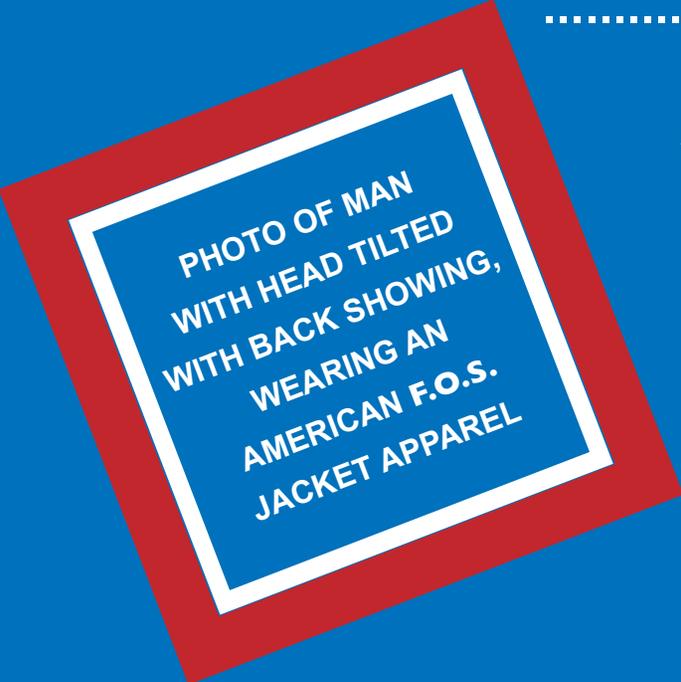


PHOTO OF MAN  
WITH HEAD TILTED  
WITH BACK SHOWING,  
WEARING AN  
AMERICAN F.O.S.  
JACKET APPAREL

**F.O.S.  
FASHION  
FRAME**

# PRINT AD

Directed towards consumers and stockholders.

" \_\_\_\_\_ **MAKES A FASHION STATEMENT**"

Company Name



\_\_\_\_\_  
Company Name

**INTRODUCES THEIR**

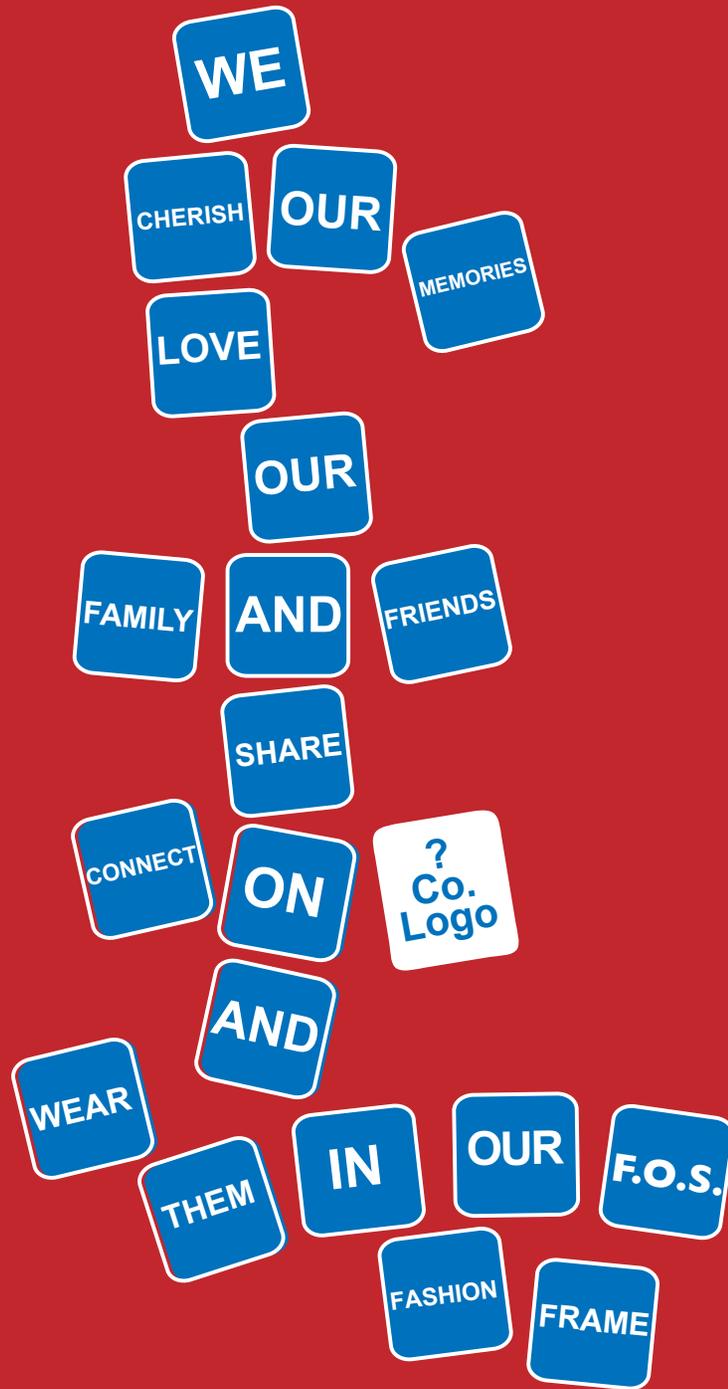
**NEWEST TOOL.....F.O.S.**

**FASHION**

**FRAME.....FOR SOCIAL MEDIA  
AND ADVERTISING**

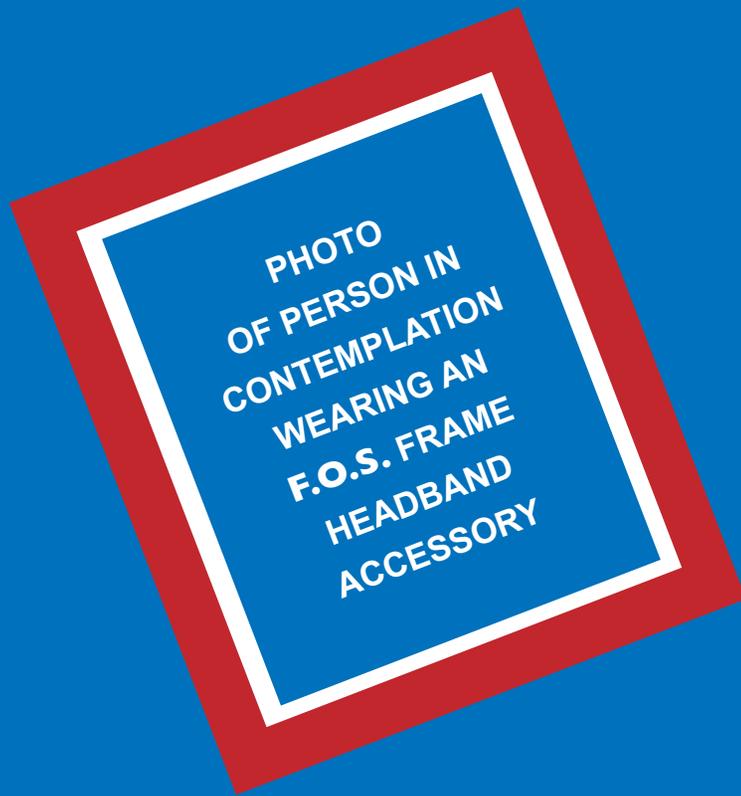
**FASHION APPAREL  
AND ACCESSORY  
TRENDS**

(See web site for company brands who will be selling the **F.O.S.** in a store nearest you.)



**F.O.S. Fashion Frame**  
(Local, Social, National, Global)

# PRINT AD FOR ALL CONSUMERS



"FAN OF  
PEOPLE WHO HAVE  
PERSONALITY"

**F.O.S.**  
FASHION  
FRAME

# **SAMPLE F.O.S.<sup>®</sup> T.V. COMMERCIALS**

**"Mom's Lesson Backfires,  
.....or does it?"**

**"Everybody Loves Grandma"**

**"American Boy Meets Italian Girl"**

# **F.O.S.<sup>®</sup> T.V. COMMERCIAL**

Mom's Lesson Backfires, .....or does it?

(Social, Local, National Market)

**Setting and Tone** - Morning breakfast table, full of chaos, dog barking, everybody speaking at the same time, on their cell phones too....typical morning rush before kids go off to school.

Older brother of 12 teasing 7 year old sister about the photo of a cartoon that she wants to put in her **F.O.S.** school bag carri-able article.

## **Dialogue**

**Mom**....."Quit it, both of you, just keep what you have in your **F.O.S.**, for today. I am tired of you both bickering over nonsense."

**Little Sister**....."But Mom? It's not me, he's picking on me and making fun of my **F.O.S.**"

**Mom**....."We'll all discuss this later, when you both come home from school; don't forget your lunch, both of you."

Little Sister runs out the door with her lunch and bag and says bye to mom. Big Brother gets up and just runs out with his bag, forgets his lunch and does not say goodbye to his mom. Mom turns around at kitchen sink, she hears screen door shut behind her son; she looks annoyed. She realizes her son forgot his lunch and she also sees the **F.O.S.** cartoon photo cut out for the **F.O.S.** frame. She grabs his lunch and the cartoon photo and realizes when she goes to the door, his bus has just arrived on the corner and yells out to him to STOP when she sees him on the steps of the bus. He waits on the steps with his well stocked bag.

**Mom.....**"WAIT Johnny, I am bringing you your lunch"  
Mom runs down to the corner, unzips his bag and places lunch inside and then opens his **F.O.S.** frame and puts cartoon photo inside his frame. Since the bus is quite noisy, he does not realize it. Some kids saw what she did and started laughing. Big Brother runs onto bus and goes to nearest empty seat in the back of the bus, which happens to be next to the girl from his history class, who he has always liked but was afraid to speak to.

**Girl on Bus.....**She taps the boy's shoulder.  
"Ignore everyone, - my sister loves that cartoon, and I like him too."

**Big Brother.....**"What - OH?"

(Big Brother smiles and starts conversing with the girl. He then gets up the nerve and asks her.....

**Big Brother.....**"Now that we know each other, want to be friends?" Want to connect on \_\_\_\_\_?

**Girl on Bus.....**"Sure, but I have to ask my parents first."

**Big Brother.....**"That's cool, here is mine for now. I'll tell my mom I gave you mine already."

**Girl on Bus.....**"You know, we are in the same history class."

**Big Brother.....**"I know, I know your name, I was always afraid to speak to you, you are always talking and laughing with the girl next to you."

**Girl on Bus.....**"That's silly."

SCENE FADES OUT

Big Brother runs into house and slams kitchen door.

**Big Brother.....**"I'm home, Ma."

Big Brother kisses his little sister on her head while she is doing her homework at the kitchen table and gives back to her the cartoon photo.

Little Sister looks baffled.

Mom walks in the kitchen.

Big Brother runs past his mom and says, "Mom, I love you!"

Mom also looks a bit confused and frazzled, as Big Brother runs upstairs to his room where his computer is.

SCENE FADES OUT

Words at end of commercial:

**Don't leave home without your F.O.S.,  
before going to school or work, you never know  
who you might speak to.....maybe even the person of your dreams.**

**F.O.S. Frame**

# **F.O.S.<sup>®</sup> T.V. COMMERCIAL**

"Everybody Loves Grandma"

(Social, Local, National Market)

**Setting and Tone** - Festive house decorated for holidays in December. Shows Mom, Dad, two boys and one 9 year old girl. It shows mayhem of family opening gifts. Camera then focuses on Grandma sitting alone on the couch observing everyone. Girl bolts toward Grandma and rushes to hand her, her gift to her.

## **Dialogue**

**Girl**....."Grandma, here, open my present to you."

**Grandma**....."What did you go do, I don't need anything."

**Girl**....."I can't wait for you to see it."

**Grandma**....."OK, lets do this fast, so you can open your gifts."

**Girl**....."Grandma, hurry up, rip it open - don't be afraid."

**Grandma**....."I'm not afraid - OK."

**Girl**....."Look it's a red apron garment, your favorite color with an **F.O.S.** frame. Mommy and I put the photo Daddy took of us three at my last birthday party. Do you like it?"

**Grandma**....."It's very, very nice."

**Girl**....."Mommy says, it's photo of us, "three girls", but I told her, Grandma is not a girl - she's a lady."

**Girl**....."Look, you can take the photo out. I am going to ask Daddy to take lots of photos with Mom's phone, of us three, as long as Daddy doesn't mess them up, so you can keep switching them. Are you crying, Grandma?"

**Grandma**....."I'm not crying, just shedding some happy tears."

**Girl**....."But why?"

**Grandma**....."Why, why, why.....because I actually love this gift, OK. Help me put it on so I can show your father and brothers how beautiful the photo looks in the **F.O.S.** frame. Remember missy - the lasagna will be ready at 3 pm - don't get lost.

**Girl**....."Grandma, you look pretty in it."

**Grandma**.....(She starts to lower her voice, in a kind of whisper.)  
"I think I am ready for you to finally show me how to use \_\_\_\_\_, you're not in school this week, so I won't be taking you away from your school work. And DON'T tell your mother.

**Girl**....."Mommy, Mommy, Grandma wants me to show her \_\_\_\_\_ - finally. I have the coolest grandma ever."

**Grandma**....."What did I just tell you."

SCENE FADES OUT

Words at end of commercial.

**Giving a F.O.S. Frame to someone you love, will become memories you will treasure for a lifetime."**

**F.O.S. Frame**

# **F.O.S.<sup>®</sup> T.V. COMMERCIAL**

## **"American Boy Meets Italian Girl"**

(National, Global, Local, Social)

**Setting and Tone** - The Coliseum in Rome, European horns honking near waiting area for tourist buses and local buses. You hear a lot of chatter from the lines of kids waiting at their designated lines before their bus picks them up.

15 year old boy - notices 15 year old Italian girl waiting for local bus with her girlfriends. He turns around after his friend asks him a question.

15 year old girl - she notices the motorcycle photo in his **F.O.S.** denim style jacket apparel and makes a comment.

### **Dialogue**

**Girl**....."Are you into motorcycles?"

**Boy's Friend**....."Hey, that girl just said something to you, turn around."

**Boy**....."Yeah, my Dad taught me."

**Girl**....."My Dad loves them too."

**Boy**....."You speak English?"

**Girl**....."Yes, in Italy - English is taught in school."

**Boy**....."I noticed you before, when you were with your friends. I love your laugh!"

**Girl**....."Really? Oh no, my bus is here."

**Boy**....."You might think I am a crazy American, but can I speak to you again, maybe we can be friends? It would be cool having a friend from Italy."

**Boy's Friend**....."Here dude, here is a pen - hurry up."

**Boy**....."Can I give you my email address?"

**Girl**....."Sure, here - write it on my arm."

**Boy**....."OK."

**Girl**....."Oh, here is mine too." (She writes it on his arm too.)

**Boy**....."Great, this is very cool."

**Girl**....."Arrivederci."

**Boy**.....(hesitates) "Arrivederci - whatever." (laughs)

(Her local bus departs but gets stuck in gridlock.)

Boy's bus arrives and they all quickly enter the bus and boy's friend tells him "You owe me big time, you better get the back seats on this bus for us." He runs to the back of the bus and sees the girl through the window who also sees him.

**Boy** (to his friend).. "I love Italy - I think I'm moving here."

**Boy's Friend**....."Stop dreaming, you are making me sick."

(You see both the boy and girl making funny faces at one another, before they lose sight of each other on the buses, after leaving typical gridlock in Italy near the Coliseum.)

Words at end of commercial:

**Always smart to wear out your F.O.S. when traveling far away,  
.....you never know who your next friend will be.**

**F.O.S. Frame**

## "THE TIMING IS PERFECT FOR THE **F.O.S.**<sup>®</sup> FASHION FRAME"

On 12/16/13 Mike watched an interesting segment on MSNBC. The gist of it is that, after recent analysis, projections on Wall Street will be very different in the future due to the mind set of the millennials. According to surveys, conclusion is that millennials may prefer to invest in companies that also have a social conscience.

Thus, we bet millennials would welcome with open arms, support and admire a company if they crossed over and became indirectly connected to the fashion industry, due to the new social media tool - the **F.O.S.** frame. It would make them feel additional pride since they would be aware that a % of royalties would go to charities and good causes for each unit of **F.O.S.** frames sold - not even mentioning how much fun it would be.

It's possible, some consumers, at first, such as baby boomers, may be taken back at first. They may feel uncomfortable that some individuals may put advertising in their "**F.O.S.** Frame Inserts", displaying themselves like a frameboard advertisement . Over time, all will realize that for many years, we all were "BRANDboards" and never previously put thought into it. Remember most products sold by retailers are not made by them or were part of "its" creation. Consumers buy retail products due to the brand image/company reputation through advertising, without knowing many times, who manufactured it or where the product was made. Some manufacturers sell the same product to different retailers. Retailers may want to win our hearts but consumers have the right to express through their hearts, freedom of speech, if they so desire to make a statement of any kind, any topic, subject or interest on their apparel or accessory.

Also, on the same day, 12/16/13, listened to a relevant segment about Dr. Romanelli. If designer, entrepreneur Dr. Romanelli who is given licensing rights to sell various vintage items from different companies, such as Coca Cola and succeed at selling such apparel for over \$3,000 per item - why can't consumers have the choice and option to do a similar thing but on a much broader scale for practically no cost once an **F.O.S.** apparel or accessory item is purchased by them, available in all market segments and in a price range that fits their budget. Many consumers cannot afford Dr. Romanelli's products. Dr. Romanelli stated what he is doing is BRAND hijacking or collaboration. He proudly describes his business also as "vintage sourcing" when other companies give him the licensing rights to unload items that were previously stored away and not being used for any purpose. He said that his recreations bring these old things back to life. We wish him well.

What's important to us, is that we want the world to have more choices and options when the **F.O.S.** becomes available. Vintage style is just one speck within our **F.O.S.** concept as "**F.O.S.** Inserts". We want consumers to choose anything they want to display in the **F.O.S.** Hopefully, consumers will accumulate many "Inserts" which are free, when they cross their paths with our large range of mediums. What's beautiful is that the consumer will not be strapped to it for life in the apparel or accessory. The "**F.O.S.** Insert" can be easily removed, saved and put back in, whenever the consumer desires to.

## **F.O.S.<sup>®</sup> CAN GIVE NEW PERSPECTIVE TO OUR YOUNGER GENERATION**

We understand how critical, important and vital privacy is for all of us but what is also important and impressionable in our minds, are the "permanent images/visuals" that we keep and cherish as memories.....many will have some connection to others and possibly (hopefully) some may affect the world in some small way (....remember the Chinese proverb we included....so true).

**F.O.S.** fashion frames will remind all of us, especially the younger generation who will be growing up with their **F.O.S.** fashion frame "Inserts", that saving images is more important, memorable and quite special to us, especially in the long term. They will see that they will need and depend on a more sophisticated technical web site for the long haul in life. **F.O.S.** fashion frame appreciates and tips the hat to those innovative companies, which have simpler services and serves its purpose, in terms of functionality. Fun is always good for the moment. One never knows how long it will last either. **F.O.S.** fashion frame likes all these companies, especially when they will help drive and influence the sales of the **F.O.S.** Fashion Frame.

# F.O.S.<sup>®</sup> TRIVIA

## **NPR Radio 91.3 in Miami on 6/13/13 @ 7pmish**

Truly annoyed me when I heard a male guest speaker speaking negatively towards social media and stating to the affect, sharing is not good and that he was against things being done for free....boy did he sound wrong to me!

## **Light FM on 6/14/13 Morning**

Was happy to hear the new law in N.Y.C., \$1,000 fine for those individuals with illegal copies of designer products etc. That story segment inspired me to create the double sided trademark logo that cannot be duplicated or copied - GO N.Y.! (Proud former New Yorker)

## **6/13/13 - Crazy Day for Inspiration**

Was on a treadmill that has a T.V. screen. Picture does not come on immediately, even though the sound comes up. I got heart palpitations when I only heard words, "only one company can patent jeans". Only until T.V. screen popped up did I realize, it had to do with synthetic genes for

scientific research. Now I know why visuals are much more impressionable and memorable. Also good news, our **F.O.S.** frame patent is patentable on jeans too! Had to share; every time I think of that moment it cracks me up.

## **F.O.S. frame was inspired by the Phillip Van Heusen 1919 collar**

which was originally a patent too. Since social media is fairly new we can see the connection the **F.O.S.** frame has to social media, like the collar was to men's shirts of fashion. Like the collar, many people today, assume it always existed because of its simplicity, purpose and popular use that still stands today. We feel the **F.O.S.** frame may change over time too, after it expires after 20 years, with styles and designs but the core concept and design will live on for a long time, as long as social media, fashion and the advertising/marketing world is still out there. Can this patent and trademark be as profound to a company as the collar was to Phillip Van Heusen?

# **F.O.S.<sup>®</sup> TRIVIA (cont'd)**

## **"Donny Deutsch Story"**

Some may think this story is relevant or irrelevant, but.....after looking back, five years ago, glad Donny Deutsch had no time to speak to me on the South Beach boardwalk that one day, even after I took a photo of him and his daughter with his digital camera. I took the initiative and asked him after I recognized him - I immediately thought this moment can be an opportunity to speak to him about my invention but chickened out. He looked surprised, when he reviewed the photo I took and said to me, "It came out good!" I so wanted to bring up the **F.O.S.** frame concept to him. Thanks Donny, for politely dismissing me quickly after I took the photo for you. I was the one on one of those foldable blue bicycles.

The timing was definitely wrong then, social media was just branching out, I realize the timing is perfect now. It may sound cliché, but I really believe it when it comes to our **F.O.S.** frame concept, "Everything happens for a reason. (Purpose too!)" :o)

## **PERSONAL F.O.S. TRIVIA (on the corny side)**

"When I become a philanthropist, and see the **F.O.S.** global, and see **F.O.S.** "Inserts" in Italy that states "**F.O.S.** then I will feel I did my family proud. I will be on top of the world!"  
FORTE"

"We are not permitted to choose the frame of our destiny but what we put into it is ours."

*Dag Hammarskjöld*

(1) Apparel Attachable/Detachable Display Frame — Purpose  
(U.S. Utility Patent)

Reinforces  
F.O.S. Trademark  
Connects

Connects  
F.O.S. Trademark

INTELLECTUAL PROPERTIES  
LEGAL RIGHTS

CONCEPT  
STRONG

- ★ patents permit single or multiple frames
- ★ patents permit frames of different sizes
- ★ patents & ® secures "Spirit of Invention"

Purpose — (3) Tethered Display Frame — Reinforces  
(U.S. Utility Patent)

**THE FIRST F.O.S.<sup>®</sup>**

**FASHION FRAME**

**PROTOTYPES**

**CAN BE SEEN IN THE**

**MANUFACTURERS/FASHION COMPANIES**

**MARKETING PLAN WITH**

**COMPLETE DESCRIPTIONS AND COMMENTS.**

# IMAGINE.....

**A SOCIAL MEDIA COMPANY OR  
ADVENTUROUS CORPORATION  
CONNECTED TO FASHION SHOWS  
FOR ALL SEASONS**

.....that will be fun and comfortable for everyone. Attitude will be left outside. It would almost appear as a P.R. friendly competition amongst the various top designers and fashion companies. How exciting!!

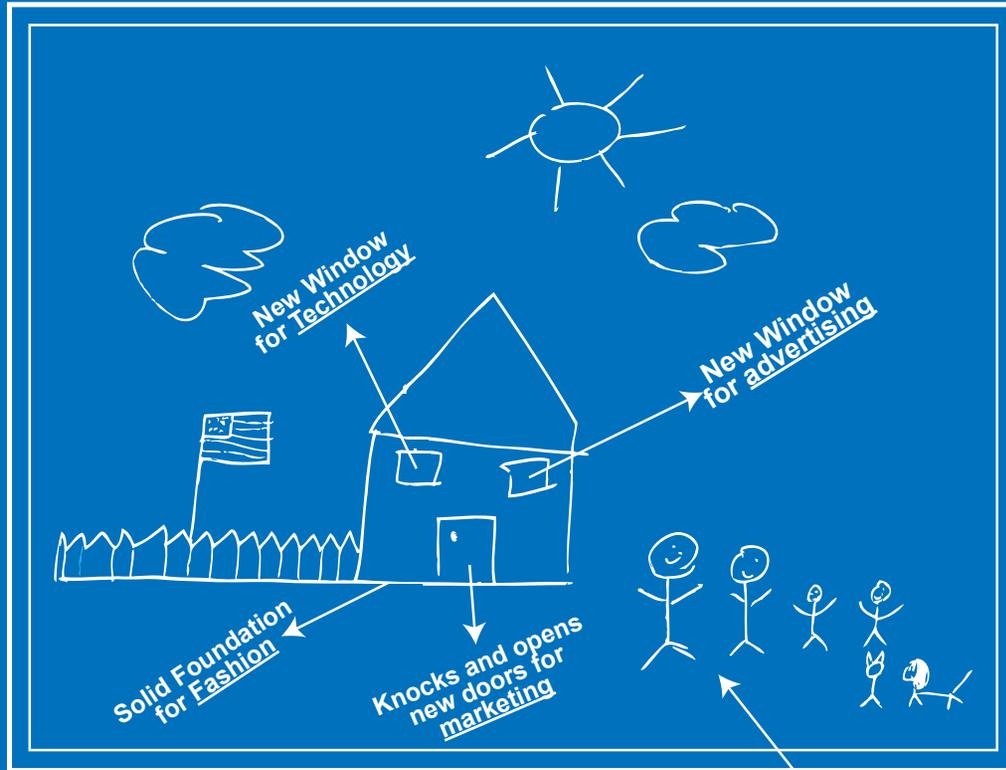
.....bet many would love it televised too.  
Cool, very cool!! :o)

"Fashion designers give you the look and the **F.O.S.** frame makes the statement."

**PLAY**

# “F.O.S.® FRAME FUN HOUSE”

**LAUGH**



**LEARN**

# **F.O.S.<sup>®</sup> Fashion Frame Has the Total Package With an Important Message**

**Picture this.....**

**" \_\_\_\_\_ Global F.O.S. Fashion Frame Awards"**

Company Name

(Social Media Awards Show - Computer, T.V., Radio, Cable)

Besides the obvious potential categories that relate to and connect to social media, here are future potential awards that connect to the **F.O.S.** viewers. Here are some; Most Popular Social Media **F.O.S.** Print Ad, Most Popular Advertisement Worn in an **F.O.S.**, Favorite **F.O.S.** Designs By a Fashion Company, Favorite **F.O.S.** Celebrity Art or Message, Favorite **F.O.S.** Cartoon, Most Creative **F.O.S.**, Favorite Joke Worn in an **F.O.S.**, Most Popular Downloaded **F.O.S.** Photograph. ....and the most distinguished award (all other awards voted by \_\_\_\_\_ Board of Directors) except for the award which is voted by \_\_\_\_\_ - "The **F.O.S.** that changed (affected) the world in 2014!" presented by founder and CEO of \_\_\_\_\_. (There would be 12 finalists, due to winners from each month of our calendar year, which were initially voted by \_\_\_\_\_ Board of Directors).

It won't be an EZ decision, in how it should be shown. Technically simulcast is an inappropriate word (simulcast is broadcast by radio and television [1948]). The world needs a new word for this....let's have the **F.O.S.** journey include their users along the way. Can this company be the one that suggests and creates this new word? Can this company, first time in history, let their people decide on how they prefer to watch this new **F.O.S. Award Show** via T.V., cable, radio and

computer simultaneously? It does not have to be "LIVE" for all, but a specific hour (all the same time around the world), which is convenient to viewers, appropriate to their time zones. Obviously, the U.S.A. is "LIVE", to add to its excitement and anticipation on the day the awards are presented. (To your surprise, I have not imagined how the award will look....symbol that represents global unity and peace?)

**F.O.S. WILL INCREASE ACTIVITY ON THIS COMPANY'S WEB SITE,  
IN WAYS UNIMAGINABLE, EVEN FOR THE NAKED EYE TO SEE.**

.....This can become equally as famous (or actually more, due to it's global potential) as many of the popular award shows that are presently on T.V. now. We see this as a future reality.

**GO F.O.S.<sup>®</sup> FASHION FRAME!!!**

# F.O.S.® VISION

WE SEE  
ALL PEOPLE  
HAVING FUN  
WITH OUR  
PRODUCT AND CONCEPT  
AND  
IMAGINE ALL CONSUMERS  
TAKING PRIDE  
IN HELPING  
ALL TYPES OF COMPANIES  
IN "PAYING IT FORWARD"  
TO THOSE  
IN NEED  
AROUND THE WORLD  
WHEN PURCHASING  
AN  
**F.O.S.**  
APPAREL OR ACCESSORY  
FASHION  
FRAME

**F.O.S.® CARES!**

**THIS PRESENTATION AND DENIM DISPLAY BOARD  
IS THE SOLE PROPERTY OF  
AMERICAN F.O.S. TRENDS INC.**

**MICHAEL A. FORTE AND JOSEPH M. GERACI**  
(President) (Vice President)

**AND MAY NOT BE  
REPRODUCED, SHOWN OR  
USED IN ANY WAY WITHOUT  
ITS EXPRESSED WRITTEN  
PERMISSION.**

**THANK YOU**

**HAVE A GREAT DAY! :o)**