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(54) Title: METHOD FOR MARKETING AND ADVERTISING

Figure 3 is a block diagram of a system and methodology of the present invention as an advertising media. IPAMM (Inventive Product Advertising and Marketing Media) is a combination of patent product, advertising and marketing, to form an advertising media with marketing strategy.

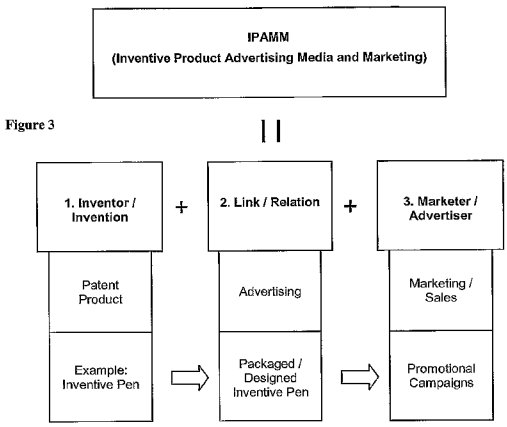


Figure 3

(57) Abstract: This invention relates to a method for marketing and advertising. More particularly, the present invention relates to a methodology that may assist invention, inventors, researchers, entrepreneurs, advertisers and the promotion of invention. The method comprising providing a first to launch product; identifying an advertiser to form a marketing relationship with the product; and forming a linkage between the advertiser and the product so as to jointly market the product and the advertiser's brand to achieve a mutually benefiting relationship.

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