

Intubation: To insert a tube into the larynx *to Push Oxygen into the Lungs.*

A Story Fast Pitch

WHAT:

A U.S. Patent Story. The Video Laryngoscope



The David & Multiple-Goliaths
Saga of the Video Larynx Scope.

EFFECTING:

➤ 40 million

people in the USA and

➤ 100 million

people worldwide *each year*

in the treatment of

Breathing Arrests,
Emergency situations

and as part of routine

General Anesthesia Surgery.

WHY:

To get the

best intubation instrument

into the hands of those

who intubate, **ASAP.**

HOW:

Stop the Infringers,

the established

medical industry leaders

with **inferior products**, from

stifling improvements

by **Branding the Market**

(marketing trumps product).

THE PATENT GAME:

Case on hold in Federal Court,

4 years pending result of

“Patent Reexamination”

by infringers and the

U.S. Patent Office to invalidate

the U.S. Patent granted **in 1998**

for the **Video Laryngoscope.**

A Patent Infringement Case.

Multi-Billion \$\$\$\$

Manufacturers vs. Patent Holder

Patent Office vs. Inventor

Representing self (“*Pro Se*”).

U.S. Patent #5,827,178*

Issued to Jon Berall, MD, MPH

***Investors Welcome**

IMPORTANT TO ALL

To prevent avoidable

heart attacks, brain damage,

strokes and deaths: starts

3-5 minutes after breathing stops/
procedure (intubation) begins.

Revolutionizing Standard

Laryngoscope Intubation:

the person/patient is not breathing.

Placement of a breathing tube

thru the mouth and larynx,

into the trachea / windpipe to

Push Oxygen into the Lungs.

WHO:

A physician / entrepreneur.

The Inventor & Patent holder

of the **Video Laryngoscope**

vs. the U.S. Patent Office and

leading medical manufacturers

with unlimited resources and

massive legal representation.

WHERE & WHEN:

NYC, Brooklyn, Dept. of Justice,

Federal Court So. District, NYC

and various battlegrounds.

For the past 18 years.

Currently trying to survive:

Thousands of Pages and

3.5 Years of Multiple Attacks

by the U.S. Patent Office

to invalidate the

Patent granted in 1998

IMPORTANT TO ALL

1 out of 8 people in the

U.S. population will be intubated

this year, with increasing

numbers each year due to the

Baby Boomer’s advancing ages

and surgical innovations

(knee / hip surgeries, others).

A Still-Breathing Story,

The Video Laryngoscope

Confronts the Patent Game.

***Investors Welcome**

Jon Berall, Inventor, MD, MPH, Lt. Cmdr. (Ret.)

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