



Time Required

One 45-minute period



Materials Needed

- Internet access



Time Required

Four 45-minute class periods



Materials Needed

- A variety of liquid soaps
- Soap formula on pg. 22.
- Several existing abrasive cleaners
- Paper, magic markers, glue, computer with graphic program
- Access to public place to wash hands and plenty of paper towels
- Plastic bowls and containers or empty recyclable bottles
- Store-bought funnels or funnels taped from rolled manila folders
- Measuring cups for dry and wet measurement, or medicine cups with ounce measures

How Many Patent Numbers Can You Find?

Activity Objective

To demonstrate that patent numbers can be found on objects and to stimulate discussion about patents. Students will be able to locate inventions and find patent numbers. Students will visit the U.S. Patent Office web site to become familiar with the resources on the site (www.uspto.gov).

What To Do

Find an object in the room with a patent number and point it out to the students. Then explain what a patent is and have the students work in teams of two to go around the classroom finding inventions with patent numbers. See which team can find the most items.

Have students access the U.S. Patent & Trademark Office site on the computer (www.uspto.gov). There is a wealth of information on this site available for kids. Just hit the kids' pages link at the bottom of the home page. Once there, kids can play games to learn more about patents and famous and not-so-famous inventors. They can then search the site to locate inventions similar to their own.

Extension

Assign the corresponding copymaster (on page 21 of this guide) or student activity (on page 8 of the Student Guide) for homework.

Simulation Soap

Activity Objective

Each student team will produce a liquid soap product that cleans and moisturizes hands. They will make a first batch of product, test it, analyze data, and refine the product accordingly. They will "launch" a final product, and explore packaging, branding, and marketing ideas.

What To Do

Day 1: Divide the class into groups of four, and hand out several soap samples. Students should develop a survey or chart to track all characteristics they observe from the samples. Explain to students that this survey/chart will help them figure out what characteristics they will promote in their own soap formula, and how their soap will be different from competing brands.

Homework: Encourage students to visit a soap shop, to experience products for themselves.

Day 2: Following the recipe on page 22, students mix their soap formulas. When students are finished mixing, have them scoop out a sample for the class to test. Each group should use the survey/chart from Day 1 to evaluate each class sample. When "field testing" is complete, students will refine their formula to arrive at a final product.

Homework: Students research magazines and cut out soap ads, then analyze them for content and strategy.

Day 3: Have class review the homework assignment, looking for common messages and branding. Groups should use the ads to investigate packaging, branding, and marketing ideas for their own soap formula, then execute their ideas on paper.

Homework: Tell students that in the next class period, they will present a "product launch" to the class, including a soap demo and any packaging, branding, and marketing ideas they have agreed on.