

From: "Genrich S. Altshuller", INTERNET:genrich@karelia.ru  
To: Ellen Domb, EllenDomb

Date: 2/28/2004 11:40 AM

RE: V.Zhuravlyova

Dear Dr. Domb:

Last January I sent two open letters concerning the trademark 'TRIZ,' registered by MATRIZ, to few Russian-born TRIZ specialists.

I just learned that you have published a MATRIZ letter on this subject, which contains some inaccurate claims. I have been getting questions regarding those claims from strangers.

I wrote in my letters that the trademark should not change its owners; it must be totally disclaimed. This makes the position of the Altshuller's family crystal clear: it is aimed against monopolization of TRIZ.

In my view, various organizations should prove their worth through real achievements (scientific or even commercial). They can issue various diplomas and certificates. Time will tell what merits these papers have. Let competition thrive not through restrictions but through freedom and choice..

Over the last three months, The Altshuller Foundation has published on its Web site ([www.altshuller.ru](http://www.altshuller.ru)) over 100 materials authored by Altshuller, including a free e-book called "Introduction to TRIZ." More than 30,000 people from 80 countries have visited this Web site; 11,000 visitors have downloaded the book. We received letters from some readers: "This book has changed my life." That was often said and written about many "paper" books by Altshuller.

If one believes that stagnation is not an option; that it is important to respect the memory of the author of TRIZ; and that a drift toward monopoly is destructive, then one should agree that this trademark has to be disowned.

I would appreciate it if you could publish this letter in The TRIZ Journal, along with the attached translations of my earlier letters.

Yours truly,

Valentina Zhuravleva  
[genrich@karelia.ru](mailto:genrich@karelia.ru)

Dear TRIZniks!

It has been a week since my letter was sent out. We have received many replies supporting my position regarding the illicit registration of the trademark “TRIZ” made by MATRIZ in secret from the TRIZ community and the Altshuller’s family. These are letters from individual TRIZniks and various organizations using TRIZ. The authors address important problems associated with implementation of TRIZ; lawyers comment on the situation and offer their assistance; many impose judgment on these and other actions of MATRIZ; others ask questions.

Let me briefly reply to the most frequent questions:

1. Although the trademark registration was clandestine, before writing my first letter to the TRIZ community, I had requested, in September, 2003, an explanation from the former President of MATRIZ; a proposal to discuss the situation with lawyers was also sent to the acting President of MATRIZ in October, 2003.
2. The Association’s bylaws, developed under the guidance of G.S. Altshuller in 1997, did not provide for the position of the Executive Director.
3. Neither G.S. Altshuller nor his heirs have ever given to MATRIZ the rights to Altshuller’s intellectual heritage (ARIZ, the Standards, etc.). Therefore, it’s not clear what exactly and on what basis MATRIZ can certify.
4. G.S. Altshuller never asked M.S. Rubin to register MATRIZ or to obtain a trademark on TRIZ. G.S. Altshuller was supervising the effort to define the structure of the new association and to develop the bylaws. Nobody from the present management directly participated in that effort.

Now I know that you are as deeply concerned about the situation as I am. Addendum 1 contains the names of some 70 individuals and organizations supporting my position. Addendum 2 contains the names of the six individuals who don’t support this position. Addendum 3 includes the names of those who did not develop a definite opinion yet. There are many letters that offer not only the support but a specific assistance as well. Support letters continue to arrive.

The 6 people who either replied “Don’t support” or did endorse the actions of MATRIZ either participated in the trademark registration or knew that it was taking place.

There was also an attempt to mislead: There is a huge difference between registering trademarks that contain the acronym TRIZ (e.g., in the company’s name), and registering the trademark “TRIZ”.

I still have not received any written explanation from the President of MATRIZ, although a certified letter was sent to him four months ago. His blunt refusal to discuss the problem triggered my first letter to TRIZniks. Let me reiterate: I was waiting for his response for almost four months. There was only a rebuff communicated over the telephone (see my previous letter).

That only reinforced my resolve.

We are grateful to everybody who offered a concrete assistance, including (unexpectedly) many patent lawyers and trademark agents. We and our trademark agent will contact you to coordinate our joint actions.

We closely examined the explanations offered by the MATRIZ bureaucrats, and... did not believe them. Moreover, they fortified our position.

1. We did not believe that the bureaucrats “wished the best,” or that they tried to protect TRIZ from a potential abuse by “bad people.”

- 1.1. The first reason for our distrust is that these explanations do not clarify why neither I nor the TRIZ community at large were informed about the trademark registration for several years (during which two MATRIZ conferences took place). Also, no open discussion of this issue was ever held either.

- 1.2. Here is the second reason:

Below is an excerpt from the News Archive from the website of M.S. Gafitulin ([www.atriz.ru](http://www.atriz.ru)), who was the President of MATRIZ at the time of filing an application for the trademark registration. This excerpt entirely undermines all the declarations of the MATRIZ bureaucrats regarding the declared goals of the trademark registration. It also proves that the official documents of MATRIZ (e.g., Information Letter of December 20, 2003, Vestnik, No. 2) as well as its website ([www.matriz.ru](http://www.matriz.ru)) contain a deliberate disinformation.

Here are the exact words: “...all the members of the TRIZ-movement and other organizations... must... illegal.”

Before including this excerpt into this letter, we had informed many of our colleagues (including several TRIZ Masters) about it, so that they could read the text for themselves. They confirmed to us that, should this text disappear from the website, they would testify that it was there. So, we would not recommend to remove the text; one has to have the courage to account for one’s actions.

Here is the full text (<http://www.atriz.ru/?t=237>; scroll down to the date of 2003-08-01).

"2003-08-01 10:04:18

On July 31, 2003, the Russian Patent and Trademark Office sent to the International TRIZ Association a certificate for a trademark “? ? ? ?” and “TRIZ.”

On July 31, 2003, the President of MATRIZ, M.S. Rubin, received the trademark certificate ? 251307 (priority date – December 19, 2002) from the Russian Patent and Trademark Office.

This certificate proves that MATRIZ is the owner of the trademark “? ? ? ?” and “TRIZ.”

From this moment on, all the members the TRIZ-movement and other organizations that use this symbol, must obtain a permission to use the abbreviation “? ? ? ?” and “TRIZ” from the International TRIZ Association.

Any unauthorized use of the abbreviation “? ? ? ?” and “TRIZ” is illegal.”

The fact is the fact: the piracy was committed. No word equilibristic can ever erase this fact. The act of piracy committed by certain people became a fact in the history of TRIZ.

2. There is only one solution to resolve the situation in a civilized way: a complete disclaiming of the trademark. The technical issues of this procedure can be discussed with our trademark agent. All other issues will not be discussed until after the event “the registration is canceled.”

These and other issues, associated with the necessity to protect the abbreviation “TRIZ” should have been discussed before filing an application to the Russian Patent and Trademark Office. Now it’s time to correct mistakes.

3. After the Russian Patent and Trademark Office cancels the trademark, we will take the necessary steps to protect the abbreviation “TRIZ.” Nobody will be able to repeat what the MATRIZ bureaucrats have done. .

Best regards,

Valentina Zhuravleva

E-mail: [foundation@altshuller.ru](mailto:foundation@altshuller.ru)

<http://www.altshuller.ru>

**Addendum 1: Support**

Agafonov, B.B.

Akimov, A.

Amnuel, P.R..

Barkan, M.

Bdulenko, M.K.

Beschastnov, A

Blinkov, A.

Burov, S.B.

Vertkin, I.M.

Vikentiev, I.L.

Vikentieva, M.B.

Employees of the Intellectual Partner, Inc. (Minsk, Belarus):

Agureikin, Y.P.

Aleksandrov, S.E.

Aleksandrova, G.Y.

Bursch, E.P.

Paltseva, M.P.

Fadeev, P.E.

Fridland, O.S.

Fedosov, Y.I.

Feldman, Ya.

Fey, V.R.

Filkovsky, G.L.

Filkovsky, L.

Gromiko, G.O.

Ivanov, A.S.

Ivanov, G.I

Kamin, A.

Karasik, E.

Karlov, A.G.

Kashkarov, A.G.  
Khomenko, N.N.  
Khvostov, A.P.  
Kolov, V.  
Kondrakov, I.  
Kondratyev A.  
Korolev, V.A.  
Kramer, A.  
Kryachko, V.B.  
Ladoshkin, V.S.  
Lebedev, K.A.  
Limarenko, R.A.  
Meerovich, M.I  
Modestov, S.Y.  
Obolensky, V.  
Ochnev, A.  
Ouroubkov, V.V.  
Ouskov, V.V.  
Parenchik, G.I.  
Pavlenko, G.  
Petroff, E.  
Petroff, V.  
Phang Dung (on behalf of the Vietnam TRIZniks)  
Prosyaniuk, V.  
RO Altai-TRIZ (Head - Volkov B.A.)  
RO Dnepro-TRIZ (Head – Reznik, N.A.)  
RO TRIZ MNOCIT Moskow (Head – Dr. Zinovkina, M.M.)  
Rantaanen, K.  
Salamatov, Y.P.  
Sementsov, A.  
Shevalenko, A.  
Shiryaeva, V.A.  
Shragina, L.I.  
Shusterman, M.N.  
Sichev, S.B.  
Sichev, V.  
Smigelski, O.Ch.  
Sokolov, A.B.  
Sokolov, G.B.  
Starovoitov, V.  
Terebilo, G.I.  
Tkachev, A.  
TRIZ Specialists from Sichev and Co, Inc.:  
    Vladimirova, G.B.  
    Deinega, O.I.  
    Kavtreva, A.B.  
    Sicheva, O.I.  
    Shvets, N.M.  
Tyurin, D.

**Addendum 2: Do not support**  
Berezina, V.G.

Danilovski, Y.

Efimov, A.V. (one needs to take the interests of Altshuller's heirs into account)

Gin, A.A.

Kaner, V.F.

Mitrofanov, V.V.

Murashkovskis, J.

**Addendum 3: Do not have a definite opinion**

Barishnikov, A.A.

Bubentsov, V..

Kaloshin, N.G.

Kozevnikova. L.

Minaker, V.E.

Nesterenko, A.A.

Seredinski, A.

Dear TRIZniks!

The subject of this letter, regrettably, has nothing to do with the New Year. It is related to the actions of some people acting on behalf of MATRIZ.

First, some clarifications are in order. The abbreviation “TRIZ” stands for “Theory of Inventive Problem Solving.” This term was introduced by G.S. Altshuller and first appeared in print in the brochure “The Theory of Inventive Problem Solving: Course manual,” Gyandzhlik, Baku, 1970, pp. 19.

Since then, over 30 years, the words “TRIZ” and “Altshuller” are inseparable. When the Theory of Inventive Problem Solving began spreading in other countries, the abbreviation TRIZ was retained. Tens of thousands of students of TRIZ all over the world call themselves TRIZniks.

However, in December 2001, the management of MATRIZ, circumventing all ethical and legal norms, filed an application for and was subsequently issued a trademark for the words “????” and “TRIZ.” In effect, MATRIZ obtained a right to permit or prohibit the use of “TRIZ” by all TRIZniks as well as by Altshuller’s heirs. Now the management of MATRIZ has an exclusive right to use “TRIZ” in association with all TRIZ-related products and services, including training, consulting, etc. Everybody else has to obtain an official permission from them. This was done in a complete secrecy from the Altshuller’s family and from many other TRIZniks. The subject of the trademark was never discussed at MATRIZ conferences; not even all of the members of Executive Committee of MATRIZ were let into the scheme.

I consider these actions of M.S. Rubin (on behalf of MATRIZ) as an illicit attempt to take control of something that he does not have any rights to. Managers of MATRIZ come and go. Repercussions of their deeds, however, will be felt by all the members of the Association.

Having faulted, one, it seems, ought to be eager to correct one’s fault. This is why I have first approached M.S. Rubin with a suggestion to remove the stain from MATRIZ by voluntarily disclaiming the trademark. All the acceptable terms for his reply have passed. In a telephone conversation, he reaffirmed his intention to control what does not belong to him. For over 40 years I was helping G.S. Altshuller and still am working to make the creative heritage of the author of TRIZ available to everybody.

Now I have to resort to judicial means to protect the right of all TRIZniks to use the word “TRIZ” freely (as it was in the days of the TRIZ’s author), without asking MATRIZ for permission. To achieve that, I have to waste my time, health, and incur expenses. The situation is painfully familiar: When during his Petrozavodsk period, G.S. Altshuller tried to concentrate all his energy on creative work, invariably another bureaucratic “feat” of a then Executive Director of MATRIZ would consume much of his productive time.

I am not striving to own the trademark. On the contrary, I support the right of all to use TRIZ freely, without restrictions.

I suggest you to send a note at [foundation@altshuller.ru](mailto:foundation@altshuller.ru) with two words “I support” (or express your thoughts in more detail as you please).

Best regards,

Valentina Zhuravleva