

VANITIZE ME™

BY STEFAN LONCE

The PUZLCAKE™

www.PUZLCAKE.com

10 1/2 DIFFERENCES™ between the 2 images. Guests at PUZLCAKE™ parties get flyers depicting the cake, with an answer key.

I co-invented the PUZLCAKE™ with MH FRYBURG, who is my partner in LCNS2ROM, INC. ["LICENSE TO ROAM"], the corporation we formed to sell books, calendars, greeting cards, cake decorations, photographs, posters, prints, knick-nacks, etc., all with vanity license plates.

As loyal *Montauk Sun* readers know from my past "Birth of A Book" columns, we are working on a book, *LCNS2ROM – LICENSE TO ROAM: MY PERSONAL QU3ST 2 VANITIZE THE USA & CANADA! – A BUSINESS MEMOIR*. LCNS2ROM is the actual vanity plate on the 2012 Honda Civic owned by LCNS2ROM, INC.

We designed the world's 1st PUZLCAKE™ for Franklin Delano Roosevelt's 131st birthday party, at the FDR Presidential Library (Hyde Park, NY) on 1-30-2013. FDR's love of puzzles and games, and *People*® Magazine's "Second Look" column, which challenges readers to find the 10 differences between 2 photographs, inspired

us to co-invent the PUZLCAKE™.

Most guests at FDR's PUZLCAKE™ party tried to solve the PUZLCAKE™ by finding the 10 1/2 DIFFERENCES™ between the 2 images, and most guests kept the flyers, proving that they thought solving the PUZLCAKE™ was fun. A PUZLCAKE™ makes people smile... and makes them think! It's always a party if there's a PUZLCAKE™!

We designed the world's 2nd PUZLCAKE™ to be photographed for a story in the July 2013 issue of *WAG Magazine*, which circulates in Westchester County. THNX2 *WAG* publisher Dee DelBello, for including the PUZLCAKE™ in the "Food" Issue.

The *WAG* PUZLCAKE™ proves that a cake can simultaneously be a game + an edible platform for an ad. That's why the *WAG* PUZLCAKE™ puzzle is 2 fanciful business cards touting M.H. FRYBURG, ATTORNEY-AT-LAW, with 10 1/2 DIFFERENCES™ between the cards. Having watched people perusing the *WAG* PUZLCAKE™ flyer at the White Plains offices of Westfair Communications (which publishes the *WAG* and the *Westchester County Business Journal*), which is where we shot the photos of me posing with the *WAG* PUZLCAKE™, I can tell you that everyone said it was fun!

The *WAG* PUZLCAKE™ depicts the *WAG* logo and 2 actual NY vanity license plates: LCNS2ROM™, the title of our forthcoming book, and HOMSTYLE, Rose Sanca's vanity plate celebrating her Homestyle Desserts Bakery in Peekskill, NY, which baked the *WAG* PUZLCAKE™.

A blockbuster product needs a catchy/memorable name, and everyone who hears us talk about the PUZLCAKE™ loves the name and can recite, repeat, and remember "PUZLCAKE™" after hearing the name only once!

We will design a photographic PUZLCAKE™ for the *National Birthday Party for Social Security*, which we will co-chair at the FDR Library on 8-14-2013 at 2 PM. You're invited (it's free, and so is the cake!). For info on my 2 upcoming events @ the FDR Presidential Library, please visit www.PUZLCAKE.com.

You can order a PUZLCAKE™ by calling me at 914-629-4580. I would design a PUZLCAKE™ consisting of 2 adjacent graphic or photographic images, with 10 1/2 DIFFERENCES™ between the 2 images; the PUZLCAKE™ decoration is scanned and printed by a computer on edible rice paper using vegetable ink. I would email a PDF of the PUZLCAKE™ to you or your bakery, and would email a PDF of the flyer, which depicts the cake with an answer key. I charge \$25 and up for a PUZLCAKE™ design, depending on its complexity. *It's always a party when there's a PUZLCAKE™!*

← Can you solve the *WAG* PUZLCAKE™?

SOLVE THE PUZLCAKE™!

FIND THE 10 1/2 DIFFERENCES™ BETWEEN CARD #1 & CARD #2.



M.H. FRYBURG
ATTORNEY-AT-LAW

REAL ESTATE • CONDOMINIUMS • COOPERATIVES
BUSINESS LAW • INTELLECTUAL PROPERTY
REAL ESTATE & BUSINESS LITIGATION

914-629-0855
WWW.WESTCHESTERNYLAW.COM

Mortgage of...



June Doe
John Doe

OF COUNSEL TO
HIMMELFARB & SHER, LLP
WHITE PLAINS, NY

CARD #1



M.H. FRYBURG
ATTORNEY-AT-LAW

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BUSINESS LAW • INTELLECTUAL PROPERTY

914-629-0855
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Deed to...



June Doe
John Doe

OF COUNSEL 2
HIMMELFARB & SHER, LLP

CARD #2




DESIGNED BY STEFAN LONCE
WWW.PUZLCAKE.COM
BAKED BY
HOMSTYLE
DESSERTS BAKERY
PEEKSKILL, NY

THE PUZLCAKE™ SOLUTION/ANSWER KEY:

1. The scale's crossbar is different in CARD #2.
2. The scales are balanced in CARD #1 and tipped in CARD #2.
3. The positions of the LCNS2ROM™ and HOMSTYLE plates in CARD #1 are reversed in CARD #2.
4. The corners of CARD #1 are square while the corners of CARD #2 are rounded.
5. CARD #1 has a black gavel, while CARD #2 has a brown gavel.
6. The document in CARD #1 says "Mortgage of..." while the Document in CARD #2 says "Deed to..."
7. CARD #1 says ATTORNEY-AT-LAW, while CARD #2 says ATTORNEY-@-LAW.
8. CARD #1 says "OF COUNSEL TO," while CARD #2 says "OF COUNSEL 2."
9. White Plains, NY is missing from CARD #2.
10. The lines beginning "Real Estate" and "Business Law" in CARD #1 are reversed in CARD #2.
- 10 1/2. The Deed in CARD #2 says "1/2."