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Passing from Life to Legend **Harold von Braunhut**

Harold von Braunhut (1926-2003) passed away peacefully in the early morning hours of November 28, 2003. He died at home in the arms of his loving wife and partner, Yolanda Signorelli-von Braunhut.

With his passing, the world's reservoir of creativity, talent and dynamic energy has been greatly diminished.

Harold---as he was affectionately known---brought great joy and wonder to millions of children and adults around the world for over five decades via an array of inventions whose names have become household words. He was granted, one hundred and ninety-five patents by the U.S. Patent Office. The latest patent was issued in 2002.

Here are a few of them:

- * **CRAZY CRABS®**: Harold was the first person to introduce air-breathing hermit crabs to the American toy industry. *Crazy Crabs* were a smash hit and spawned a host of imitators.
- * **Amazing Hair-Raising Monsters®**: Incredible artwork coupled with a brilliant design allowed the young user to simply add water to the appropriate place on the card and, amazingly, *hair* would grow on the monsters previously bald pate!
- * **X-RAY SPEX®**: A day does not pass when a reference, either in print or cartoon, is not made to these paper or plastic framed glasses with the *magic lenses* that allowed the wearer to see through all sorts of solid objects from the flesh on your hand to the clothes worn by a passing beauty. These **SPEX** have been the focus of movies, TV sitcoms, innumerable stories, articles and advertisements. They still sell today after almost 50 years on the market.
- * **The Amazing Live Sea-Monkeys®**: Without a doubt, one of the all time enduring successes in the toy business, to the dismay of many who said it could not be done. Harold managed to develop secret formulas and receive a U.S patent for the process that induced brine shrimp---*Artemia salina*---to hatch *INSTANTLY!* Never before could a customer purchase by mail order

at first, and then later at retail, a kit containing three pouches of what appeared to be dry powder, take them home and by adding water create *Instant Pet®!* Introduced in 1960, this creation of Harold's was so revolutionary that the toy buyers who worked for the giants at that time...K-Mart and Woolworth's (TRU, Target and Wal-Mart did not exist) refused to believe in the miracle of Instant Life and the other wonders associated with Sea-Monkeys. Harold could not afford to run commercials on the new medium-TV-that the major toy companies flocked to, so he ran advertisements in the pulp magazines like comic books and detective magazines and, in a stroke of genius, introduced *Sea-Monkeys* to the world. There is so much to say about this astonishing man and too little space to do so. I suggest that you read a wonderful book about *Sea-Monkeys* written by Ms. Susan Barclay. The book is entitled "*The Ultimate Guide to Sea-Monkeys®*".

Yolanda, as she is known to thousands of *Sea-Monkey* fans, has been the President of Transcience, the company that owns the *Sea-Monkey* brand, for years. She has worked closely with Harold on all aspects of the business.

While terribly saddened by her husband's sudden passing, she wants us all to know that she and her team at Montrose Farm, a forested haven for thousands of animals maintained by Yolanda's singular efforts, will carry on with the *Sea-Monkeys'* mission of bringing the joy and love of their Instant Pets to the world.

George C. Atamian
President & COO
The Amazing Live Sea-Monkeys®
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