



2020 NATIONAL INVENTORS HALL OF FAME INDUCTEE

Born: Nov. 23, 1948

Primary Connections:

- Lightning Squared: Co-founder and Director
- Jogbra Inc.: Co-founder and CEO, 1977-90

Education:

- University of Vermont: Bachelor's Degree, Education
- Holy Names University: Master's Degree, Culture and Spirituality

Key Memberships/Awards:

- 106th U.S. Congress: Commendation (for her work on epilepsy), 2000
- Epilepsy Foundation of Vermont Hall of Fame: Member, 1999
- Epilepsy Association of America: Outstanding Support Award, 1989

10 Things You Need to Know About

Lisa Lindahl

Inventor of the Sports Bra

U.S. PATENT NO. 4,174,717

1. Lindahl was diagnosed with epilepsy at age 4 and says that it taught her the adaptability needed to find her way around obstacles.
2. Lindahl met future Jogbra® co-inventor Polly Smith in eighth grade when they both lived in Montclair, New Jersey.
3. Lindahl briefly worked at Princeton Theological Seminary as a secretary before moving to Burlington, Vermont.
4. In 1977, Lindahl was running 30 miles each week. When her sister began jogging, she called Lindahl and asked why there wasn't "a jockstrap for women."
5. Lindahl's name on the Jogbra patent is documented as Eugenie, which is her given name.
6. Jogbra Inc. was launched in 1977.
7. In 2001, Lindahl and Dr. Lesli Bell co-invented the Bellisse Compressure Comfort® Bra designed for breast cancer survivors.
8. Lindahl has published two books: "Beauty As Action: The Way of True Beauty & How Its Practice Can Change Our World" and "Unleash the Girls: The Untold Story of the Invention of the Sports Bra and How It Changed the World (And Me)."
9. Lindahl holds a master's degree in culture and spirituality from Holy Names University.
10. She has 10 U.S. patents.



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