



### ***Tel Cell Phone Keys Finder Invention In Search of Licensee***

An innovative new product designed to be the answer to a widespread problem, the ***Tel Cell Phone Keys Finder***, has been developed by Michael Craig of Louisville, Kentucky. The invention's unique design enables its users to be able to quickly and conveniently locate their lost keys anywhere.

One of the most stressful everyday situations an individual can encounter is misplacing their keys. In addition to the fact that these types of incidents seem to occur at the most inopportune times, such as when someone is in a rush, a prolonged and unsuccessful search for keys can eventually cause the person to wonder if they will ever be found, adding to their feelings of hopelessness. Unfortunately, there is often little alternative for a person in this type of predicament other than to retrace the steps they've taken throughout that day.

In an effort to address these types of issues, the ***Tel Cell Phone Keys Finder*** has been developed. The product will save its users considerable time, stress, and frustration with respect to locating misplaced keys. Its proprietary features will enable it to integrate seamlessly with the latest technological advances, including global positioning systems. Additionally, the ***Tel Cell Phone Keys Finder*** will eliminate the need for spending considerable sums of money on a locksmith when keys cannot be found. It will also allow its users to locate their keys equally effectively in either light or dark conditions.

Mr. Craig now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the consumer electronics products industry are currently being targeted as candidates to eventually commercialize ***Tel Cell Phone Keys Finder*** on a worldwide basis.

In April 2012, Mr. Craig contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tel Cell Phone Keys Finder*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Tel Cell Phone Keys Finder*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at [MR@innovationdirectonline.com](mailto:MR@innovationdirectonline.com).