



Band-It Invention In Search of Licensee

An innovative new product designed to provide considerable convenience for cell phone users, the ***Band-It***, has been developed by Harold Newson of Kent, Washington. The invention's unique design enables its users to have access to their cell phones at all times.

Cell phones have become an almost universal accessory for people from all walks of life. One only need to observe those around them wherever they may be to witness how truly pervasive these devices have become. The extensive degree of functionality and capabilities today's models offer lead to them being in constant use. However, this frequent handling can sometimes become quite cumbersome for its users, and can even lead to greater chances of the phone being dropped and subsequently damaged.

In an effort to address these types of issues, the ***Band-It*** has been developed. The product will be made from durable and cost-effective materials, making it a wise and prudent investment. The ***Band-It*** will also provide true hands-free communication and will eliminate the hassle of having to search for one's phone when it is ringing. It will also be convenient and easy to carry and operate and will sport a fashionable look. Additionally, the ***Band-It*** will help reduce the chances of a phone being mishandled, dropped, and damaged as a result.

The inventor has also developed three working prototypes of the ***Band-It*** that have been utilized with success.

Mr. Newson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone accessories industry are currently being targeted as candidates to commercialize the ***Band-It*** on a worldwide basis.

In April 2012, Mr. Newson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Band-It*** 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 the ***Band-It*** 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.