



Minck Cell Phone Holder Invention In Search of Licensee

An innovative new product designed to provide considerable convenience for cell phone users, the ***Minck Cell Phone Holder***, has been developed by Peter Minck of White Plains, New York. The invention's unique design enables its users to store their phones in secure fashion.

In today's highly mobile and ever hectic society, and factoring in their immense and diverse capabilities, cell phones have never been more indispensable. One only need to observe those around them virtually anywhere to realize that these devices rarely leave the hands of their users and are constantly in use in one form or another. Of course, the extensive degree with which they are handled leaves them very susceptible to damage or theft. Often, the leading cause of this vulnerability stems from the user not having a secure and convenient location within which to carry and store their cell phone while on the go.

In an effort to address these types of issues, the ***Minck Cell Phone Holder*** has been developed. The product will be made from durable materials, making it a wise investment. The ***Minck Cell Phone Holder*** will also help prevent the accidental damage of cell phones due to not having a secure location for them. In turn, it will serve to save their users money over time by keeping their cell phones secure and reducing the chances of them becoming damaged by a fall. The ***Minck Cell Phone Holder*** will also be competitively priced, adding to its appeal.

The inventor has also developed a functioning prototype of the ***Minck Cell Phone Holder*** and has utilized it with success.

Mr. Minck 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 ***Minck Cell Phone Holder*** on a worldwide basis.

In April 2012, Mr. Minck contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Minck Cell Phone Holder*** 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 ***Minck Cell Phone Holder*** 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.