



Cell Phone Helper Invention In Search of Licensee

An innovative new product designed to address several common problems related to the use of cell phones, the ***Cell Phone Helper***, has been developed by Eugene R. Stalsberg, Sr. of Pinconning, Michigan. The invention's unique design provides its users with a dependable method of making the prolonged use of a cell phone much more comfortable.

Cell phones have now effectively become an indispensable part of every day life. Having firmly established themselves as many people's primary method of communication, they are often utilized for extended conversations. However, their increasingly compact designs can often lead to a few related difficulties for the user, including discomfort in the hands and the increased probability of momentarily losing a grip on the device and dropping it, potentially causing considerable damage.

In an effort to address these types of issues, the ***Cell Phone Helper*** has been developed. Its unique design will help to eliminate incidents of cramping in the hands when using a cell phone for an extended period. The product will also be hypo allergenic and easy to find in dimly lit conditions. Through its proprietary features, the ***Cell Phone Helper*** will also help protect cell phones from accidentally being dropped during use, thereby potentially saving its users considerable sums of money. Additionally, it will be significantly helpful to those with limited fine motor control of their hands and other similar physical restrictions.

The inventor of the ***Cell Phone Helper*** has also developed working prototypes that have been utilized with considerable success.

Mr. Stalsberg 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 ***Cell Phone Helper*** on a worldwide basis.

In May 2012, Mr. Stalsberg contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Cell Phone Helper*** 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 ***Cell Phone Helper*** 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.