



### ***Tablet Holder Invention In Search of Licensee***

An innovative new product designed to serve as an essential accessory to a popular consumer electronics device, the ***Tablet Holder***, has been developed by Donald E. Rust, Jr. of Salem, Oregon. The invention's unique design allows its users to address a common problem related to the use of electronic tablets.

The use of these items is more prolific than ever, with the number of consumers expected to purchase one projected to continue rising for years to come. With the seemingly infinite amount of functionality that these products offer, electronic tablets are almost at the verge of becoming an essential accessory for many. However, as with most products, there are some problems inherent in their use and operation. One such issue is handling them in a manner that is secure while one is also trying to complete other tasks that require the use of one's hands.

With this in mind, the ***Tablet Holder*** has been developed. The ***Tablet Holder*** provides its users with an effective method of using their electronic tablets while engaging in other activities. Its proprietary features will enable it to be stored in exceedingly easy and convenient fashion. Additionally, the ***Tablet Holder*** will be competitively priced, adding to its appeal. It will also be easily portable, making it a natural accessory to take on the road.

The inventor has also developed a prototype of the ***Tablet Holder*** that he has utilized with success. The ***Tablet Holder*** is also in Patent Pending status with the United States Patent and Trademark Office.

Mr. Rust 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 accessories industry are currently being targeted as candidates to eventually commercialize ***Tablet Holder*** on a worldwide basis.

In May 2012, Mr. Rust contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tablet 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 ***Tablet 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](mailto:MR@innovationdirectonline.com).