



Hypershot Invention In Search of Licensee

An innovative new video game product that brings unprecedented functionality and realism to a commonly utilized accessory, the ***Hypershot***, has been developed by Michael Lee of Houston, Texas. The invention's unique design provides its users with a replica firearm for first person shooting games.

It appears that gaming continues to reach higher levels of popularity with each passing year and new game release. Technological developments have made a considerable contribution to this, as the realism that is now inherent in the latest video games and game systems holds immense appeal. However, there are always avid practitioners of the hobby that perpetually seek an even more enhanced experience, particularly with "first person" games that put the player in the center of the action. With games that specifically place the player behind the trigger of a gun, there are still several shortcomings present in the eyes of gamers.

With this in mind, the ***Hypershot*** has been developed. The ***Hypershot*** provides a more natural and realistic movement of the controller during first person shooting games. It renders aiming during a game more realistic and faster because of its functional optical or open sights. The ***Hypershot*** will also serve as an identical 1 to 1 scale replica of an actual rifle. Furthermore, it will significantly enhance the enjoyment of first person shooting games it is used with.

The inventor has also developed a working prototype of the ***Hypershot*** that he has utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

Mr. Lee now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the video game accessories industry are currently being targeted as candidates to eventually commercialize the ***Hypershot*** on a worldwide basis.

In July 2012, Mr. Lee contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hypershot*** 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 ***Hypershot*** 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.

