



### *Jefferson Charger Invention In Search of Licensee*

An innovative new product designed to provide unprecedented functionality with regards to charging items, the **Jefferson Charger**, has been developed by Gladys Easley of Philadelphia, Pennsylvania. The invention's unique design insures that its users have access to the charging of their electronic devices at virtually all times.

With our society's excessive reliance on electronics, it has become more essential than ever to always have the ability to charge these items as needed. Unfortunately, power interruptions and outages can occur at any time for a variety of reasons, and often unpredictably. When this occurs, many potential complications can arise, particularly if there is an absence of power for an extended period.

With these type of challenges in mind, the **Jefferson Charger** has been developed. The **Jefferson Charger** will be conveniently compact and easily portable to virtually any location. It will be made available in a variety of sizes in order to be adaptable to a wide variety of devices. Furthermore, the **Jefferson Charger** provides much needed power in the event of blackouts and other similar anomalies. By providing access to certain devices and machines in times of emergency, it will potentially save lives. Additionally, it will be cost effectively priced, adding to its appeal as a versatile accessory.

The **Jefferson Charger** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Easley now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the consumer electronics accessories industry are currently being targeted as candidates to eventually commercialize the **Jefferson Charger** on a worldwide basis.

In July 2012, Mrs. Easley contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Jefferson Charger** 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 **Jefferson Charger** 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).

