



Mister Mizer Invention In Search of Licensee

An innovative new patented product designed to provide a cost-effective method of keeping one's air conditioning running at maximum efficiency, ***Mister Mizer***, has been developed by Philip Orten of Loris, South Carolina. The invention's unique design insures that an air conditioning unit runs at an optimal temperature regardless of the weather.

Keeping one's home or business as energy efficient as possible has always been a high priority for the residents of those structures, but perhaps never more than in recent years. Economic conditions have doubtlessly prompted a rigorous evaluation of personal finances for many, and energy costs have certainly been one of the aspects of a household budget that has come under particular scrutiny. With this in mind, any product that can serve to significantly reduce the costs of operating one of the most indispensable of household appliances, the air conditioning unit, would potentially hold great value for many.

To this end, ***Mister Mizer*** has been conceived. ***Mister Mizer*** will save its users considerable sums of money on their residential electric bill. Through its proprietary features, it continuously cools the coils of an air conditioning unit, thereby causing it to expend considerably less energy. Additionally, ***Mister Mizer*** will be fully portable and will be compatible with virtually any model of air conditioning unit.

The inventor of ***Mister Mizer*** has also developed multiple prototypes that have been utilized with success. ***Mister Mizer*** is also the subject of **U.S. Patent # 8,156,749 B1** with the United States Patent and Trademark Office.

Mr. Orten now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the HVAC products industry are currently being targeted as candidates to eventually commercialize ***Mister Mizer*** on a worldwide basis.

In September 2012, Mr. Orten contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Mister Mizer*** 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 ***Mister Mizer*** 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.