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Brabham Charger Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to an electronic device charger, the **Brabham Charger**, has been developed by Andrew Brabham of Jacksonville, Florida. The invention's unique design provides considerable convenience to those needing to charge electronics while on the go.

The fact that today's society has become substantially dependent on electronic devices is indisputable. With so much reliance placed on items such as electronic tablets and cell phones for example, a person can truly feel and be “lost” without access to them, as they tend to carry a significant degree of information. Typically, as long as these products have sufficient charge or there is an electric outlet in the vicinity of wherever a person is, this is not an issue. However, the reality is that the power required to keep these devices functioning is not always easily accessible, especially in isolated areas.

With this problem in mind, the **Brabham Charger** has been conceived. The **Brabham Charger** will be compatible with virtually any model of cell phone, electronic tablet, laptop, and a host of other electronic devices. The product will insure that its users have access to their electronic devices at virtually any time. Additionally, the **Brabham Charger** will be sleekly designed, rendering it conveniently portable to any location. Furthermore, it will be competitively priced, adding to its appeal.

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

Mr. Brabham 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 the **Brabham Charger** on a worldwide basis.

In October 2012, Mr. Brabham contracted invention assistance services leader Innovation Direct™ to represent the **Brabham 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 **Brabham 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.