



Dixon New Age Phone Invention In Search of Licensee

An innovative new product designed to solve a common problem related to a widely used communication and informational device, the ***Dixon New Age Phone***, has been developed by Troy Dixon of Baltimore, Maryland. The product's unique design provides its users with a cell phone that will offer considerable durability.

Cell phones, with their ever increasing capabilities, have undoubtedly become an indispensable accessory to virtually every consumer in this day and age. With the ability to keep their users connected to anyone or anything else in the world through multiple means, cell phones have become that one item that most literally "feel naked" without. This necessity does bring with it some difficulties however, particularly for those who engage in daily tasks that have them moving about frequently and as a result, increasing the possibility of their phone falling and becoming damaged.

With these problems in mind, the ***Dixon New Age Phone*** has been conceived. The ***Dixon New Age Phone's*** proprietary features enable it to provide priceless peace of mind for its users in relation to their cell phones. The product will save its users considerable money with respect to having to replace broken cell phones. Additionally, the ***Dixon New Age Phone*** will be of particular value to those who work in manual labor and are frequently on the move, thereby putting their cell phones at risk. The ***Dixon New Age Phone*** also retains all of the utility and features of a conventional version of a cell phone and will be competitively priced, adding to its appeal.

Mr. Dixon now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone products industry are currently being targeted as candidates to eventually commercialize the ***Dixon New Age Phone*** on a worldwide basis.

In November 2012, Mr. Dixon contracted product management services leader Innovation Direct™ to represent the ***Dixon New Age Phone*** 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 ***Dixon New Age Phone*** 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.