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Screen Brightener Invention In Search of Licensee

An innovative and effective new product designed to provide a simple yet important advantage for users of a variety of consumer electronics products, the ***Screen Brightener***, has been developed by Willem King of Lansing, Michigan. The invention's unique design allows its users to have access to an optimally bright screen on their electronic device at any time.

It seems that these days, one can find someone using a consumer electronic accessory around every corner! The use of cell phones, electronic tablets, and laptop computers has become so prevalent that it is rare to be in a public setting for any extended period of time and not find at least one person with their nose and eyes within close proximity to the screen of one of these products. One of the down sides to this however, is the very real possibility of significant eye strain, particularly when the screen is not sufficiently visible for the user to view it without a considerable effort.

To this end, the ***Screen Brightener*** has been conceived. The ***Screen Brightener*** will improve visibility significantly. The product will be easily adaptable to virtually any consumer electronics device with a screen. Additionally, the ***Screen Brightener*** reduces eye strain on the part of its users stemming from a poorly lit screen. Through its proprietary features, it will also help extend the battery life of the product it is utilized on. Furthermore, the ***Screen Brightener*** will be competitively priced, adding to its appeal

Mr. King 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 ***Screen Brightener*** on a worldwide basis.

In January 2013, Mr. King contracted product management services leader Innovation Direct™ to represent the ***Screen Brightener*** 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 ***Screen Brightener*** 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.