



### *The Slinger Invention In Search of Licensee*

An innovative new product designed to serve as a functional accessory for cell phone users, ***The Slinger***, has been developed by Russell Emmitt of Columbus, Indiana. The product's unique design provides its users with a secure and convenient method of transporting their cell phones.

Cell phones, with their ever increasing capabilities, have undoubtedly become an indispensable accessory to anyone who owns one. Technological advancements have contributed greatly to this phenomenon, as they have helped to render cell phones a virtual necessity, particularly for those who are constantly on the go and need to keep pace with personal and business matters at all times. All of this portability however, does bring about a set of inherent problems, such as the elevated risk of a product that is handled so frequently and carried directly by the person falling and becoming damaged.

With these problems in mind, ***The Slinger*** has been conceived. ***The Slinger*** allows one's cell phone to be conveniently within reach at all times. It eliminates the need for other clumsy and cumbersome methods of trying to keep one's cell phone directly on their person. Additionally, ***The Slinger*** helps considerably reduce the chances of damage stemming from the dropping of phones as they are removed from a pocket or carried in one's hand. ***The Slinger*** is also fabricated from durable materials and competitively priced, making it a wise long-term investment.

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

Mr. Emmitt 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 accessories industry are currently being targeted as candidates to eventually commercialize ***The Slinger*** on a worldwide basis.

In November 2012, Mr. Emmitt contracted product management services leader Innovation Direct™ to represent the ***The Slinger*** 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 ***The Slinger*** 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).