

INNOVATION DIRECT™

“Our Success is Patented™”

Black Box Invention In Search of Licensee

An innovative and effective new product designed to provide unprecedented widespread music distribution, the **Black Box**, has been developed by Gregory D. Johnson of Magnolia, Arkansas. The product's unique design provides its users with an optimally convenient method of obtaining their favorite music in CD format.

Music is a genre that has retained its vast popularity throughout the ages no matter what form it is made available in. This has held true through the transitions from vinyl to cassette tapes to compact discs, and most recently, through the advent and proliferation of digital formats. In spite of the significant increase in downloadable tunes, the compact disc remains a very popular choice for those who want a tangible version of their favorite album, or who have limited access to items such as computers and portable MP3 devices. However, the reality is that the procuring of CDs is considerably more cumbersome when compared to the vast convenience of simply accessing a favorite song through a few computer mouse clicks.

To this end, the **Black Box** has been conceived. The **Black Box** will lend itself well to a variety of commercial settings worldwide. The product eliminates the time and expense involved in traveling to local music outlets to purchase music. Additionally, the **Black Box** will help drive up sales and profits for the music industry as a whole by making music available for purchase even in more remote areas. Furthermore, the Black Box will be easily operable by the user through modern technology.

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

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

In October 2012, Mr. Johnson contracted product management services leader Innovation Direct™ to represent the **Black Box** 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 **Black Box** 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.

