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Dale’s E-Z Find Lighter Case Invention In Search of Licensee

An innovative and effective new product designed to address a common problem for those who carry lighters, the ***Dale’s E-Z Find Lighter Case***, has been developed by Dale Beaulieu of Terryville, Connecticut. The invention’s unique design allows its users to insure that their lighters are within arm’s reach at all times.

Those who smoke on a regular basis typically do not have any trouble remembering where they may have left their cigarettes, but locating their lighter is typically a different proposition altogether. The reality is that lighters, due to the same features that make them convenient, such as their relatively light weight, lend themselves to being misplaced. When this occurs, there is often frustration that is often followed by the resignation of having to purchase a new one if the other can’t be found.

With these annoyances in mind, the ***Dale’s E-Z Find Lighter Case*** has been conceived. The ***Dale’s E-Z Find Lighter Case*** eliminates the hassle and frustration of losing one’s lighter constantly. The product will be comfortable and unobtrusive to transport on one’s person to any location. Additionally, the ***Dale’s E-Z Find Lighter Case*** will be made from durable materials, making it a wise long-term investment. Furthermore, it will lend itself well to having a variety of logos and/or slogans imprinted on it and will be competitively priced, adding to its appeal.

The ***Dale’s E-Z Find Lighter Case*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Beaulieu now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal accessories industry are currently being targeted as candidates to eventually commercialize the ***Dale’s E-Z Find Lighter Case*** on a worldwide basis.

In January 2013, Mr. Beaulieu contracted product management services leader Innovation Direct™ to represent the ***Dale’s E-Z Find Lighter Case*** 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 ***Dale’s E-Z Find Lighter Case*** 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.