

# INNOVATION DIRECT™

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## *Satellite Dish Heater Invention In Search of Licensee*

An innovative new product designed to eliminate a common problem related to satellite dish operation, the ***Satellite Dish Heater***, has been developed by Jody Kloss of West Jordan, Utah. The invention's unique design insures that snow and ice do not build up on satellite dishes.

As technology has advanced in virtually all areas of telecommunications, the way that we watch television and stay connected to other areas of the world both near and far has likewise progressed. A virtual rarity for most households a quarter century ago, satellite dishes are now commonplace in residential areas and are effective for a variety of different purposes. Along with the value and functionality they provide however, are some inherent difficulties that particularly manifest themselves in colder temperatures.

With this in mind, the ***Satellite Dish Heater*** has been conceived. The ***Satellite Dish Heater*** eliminates annoying issues associated with snow and ice accumulation, such as poor or non-existent reception. Through its proprietary features, the ***Satellite Dish Heater*** insures that facilities that depend on satellite reception for vital services, such as hospitals, always have a clear and uninterrupted connection. The product also negates the need for dangerous attempts at clearing snow and ice from satellite dishes, such as scaling ladders and getting on roofs. Additionally, the ***Satellite Dish Heater*** will be competitively priced, adding to its appeal.

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

The inventor 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 ***Satellite Dish Heater*** on a worldwide basis.

In February 2013, Mr. Kloss contracted product management services leader Innovation Direct™ to represent the ***Satellite Dish Heater*** 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 ***Satellite Dish Heater*** 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).