

INNOVATION DIRECT™

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Fire Plugs Invention In Search of Licensee

An innovative new twist on an often used consumer electronics accessory, the **Fire Plugs**, has been developed by Steven Pennington of Clarksville, Tennessee. The invention's unique design provides its users with earpiece sets that are free of the annoyances inherent in the conventional versions of the same product.

These days, one would be hard pressed to go out into any public setting and not find a sizable majority of people connected to their various electronic devices through ear pieces or ear buds. With the vast source of entertainment and news that items such as cell phones and electronic tablets have become, there is a propensity for consumers to want to be connected to them at all times. However, one of the inherent problems with this is that the wires from these ear pieces often become entangled very easily, leaving whatever they are connected to susceptible to being easily dropped.

The **Fire Plugs** eliminates the potential dangers of tangling wires with other objects. This saves its users a great deal of time and hassle when trying to complete tasks while listening to their electronic devices. The **Fire Plugs** also offers the considerable convenience of hands-free functionality and wireless technology. It will be made compatible with a wide variety of today's most popular consumer electronics products and will be capable of providing high quality sound from a distance of up to 100 feet from the device it is connected to.

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

The inventor of the **Fire Plugs** 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 **Fire Plugs** on a worldwide basis.

In July 2013, Mr. Pennington contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Fire Plugs** 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 World of Concrete 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 **Fire Plugs** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response