

# INNOVATION DIRECT™

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## *Sound Scoop Invention In Search of Licensee*

An innovative new product designed to provide unprecedented functionality for its users when enjoying various forms of media through their cell phones, the ***Sound Scoop***, has been developed by Larry Wilder of Glendale Heights, Illinois. The invention's unique design provides cell phone users with high quality sound normally not available.

In today's day and age, cell phones have become indispensable not only for their ability to keep its users connected to others, but for the vast amount of entertainment on the go they are capable of offering as well. Essentially, smart phone owners are walking around with the equivalent of a movie theater, television, portable radio, and a computer at all times! However, with the significant increase in options also comes an increase in end user expectations. The quality of sound with respect to all of the aforementioned amenities is one area where there is seemingly always a demand for greater clarity and higher definition.

With this in mind, the ***Sound Scoop*** has been conceived. The ***Sound Scoop*** will be made to adapt to a variety of different model smartphones. Additionally, it significantly enhances the enjoyment of movies, video, and music for its users. Furthermore, the ***Sound Scoop*** will save its users a considerable amount of money.

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

Mr. Wilder 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 ***Sound Scoop*** on a worldwide basis.

In April 2013, Mr. Wilder contracted product management services leader Innovation Direct™ to represent ***Sound Scoop*** 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 ***Sound Scoop*** 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).