

# INNOVATION DIRECT™

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## *Copper Extractor Invention In Search of Licensee*

An innovative new product designed to assist in the completion of a common automotive service task, the ***Copper Extractor***, has been developed by Eugene Huggins of Warrenton, Virginia. The invention's unique design enables its users to extract copper winding out of electric motors in efficient fashion.

When it comes to manual labor, the old adage of “time is money” certainly seems to hold true. Automotive mechanics and repair are certainly a particularly good example, with the cost of jobs being largely determined by the amount of work that a mechanic needs to put in to get to the part or parts that need to be replaced. Therefore, any product that holds the potential to take a normally cumbersome task in this field and considerably streamline it will likely be viewed with great interest.

With this in mind, the ***Copper Extractor*** has been conceived. The ***Copper Extractor*** saves its users considerable time and effort when compared to current methods of completing the same task. The ***Copper Extractor*** will also be easy and practical to put into use. Additionally, the product saves considerable amounts of money over time on jobs involving the extraction of copper.

The inventor of the ***Copper Extractor*** has developed a prototype that has been utilized with success. The ***Copper Extractor*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Huggins now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive repair accessories industry are currently being targeted as candidates to eventually commercialize the ***Copper Extractor*** on a worldwide basis.

In May 2013, Mr. Huggins contracted product management services leader Innovation Direct™ to represent the ***Copper Extractor*** 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 ***Copper Extractor*** 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).