

INNOVATION DIRECT™

“Our Success is Patented™”

Christmas Lights In Seconds Invention In Search of Licensee

An innovative new product designed to greatly improve the efficiency of a common holiday task, the *Christmas Lights In Seconds*, has been developed by William Koeper of Sarasota, Florida. The invention's unique design provides its users with an effective method of hanging holiday lights in a fraction of the time normally required.

The *Christmas Lights In Seconds* promotes and encourages overall holiday spirit by facilitating the task of decorating with lights. The product saves its users a great deal of hassle and strain. Additionally, the *Christmas Lights In Seconds* will be exceedingly easy to utilize. Furthermore, the *Christmas Lights In Seconds* will be made available in various sizes to accommodate trees of different heights and will be competitively priced, adding to its appeal.

Mr. Koeper now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the holiday products are currently being targeted as candidates to eventually commercialize the *Christmas Lights In Seconds* on a worldwide basis.

In August 2013, Mr. Koeper contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Christmas Lights In Seconds* 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 *Christmas Lights In Seconds* 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.