

INNOVATION DIRECT™

“Our Success is Patented™”

Cig Adapter Invention In Search of Licensee

An innovative new product designed to serve as a handy and desired accessory to smokers attempting to eliminate their use of traditional cigarettes, the ***Cig Adapter***, has been developed by Steve Young of Beaverton, Oregon. The invention's unique design allows it to effectively address a common problem related to the ongoing use of electronic cigarettes.

The ***Cig Adapter's*** proprietary features enable its users to seamlessly incorporate multiple filters on the same battery. The product maximizes the enjoyment of an electronic cigarette by allowing consumers to utilize the combination of filter and battery that best fits their needs and desires. Additionally, the ***Cig Adapter*** will be easy and convenient to implement on any type of electronic cigarette and will be competitively priced, adding to its appeal.

The ***Cig Adapter*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Young now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the electronic cigarette accessories industry are currently being targeted as candidates to eventually commercialize the ***Cig Adapter*** on a worldwide basis.

In August 2013, Mr. Young contracted product management services leader Innovation Direct™ to represent the ***Cig Adapter*** 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 ***Cig Adapter*** 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.