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Phone Glare Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to outdoor cell phone use, the ***Phone Glare***, has been developed by Tamar Sims of Detroit, Michigan. The invention's unique design enables users to still see their cell phone screen in brightly lit areas.

The ***Phone Glare*** will be easy to implement on any cell phone. It will save the time and hassle of having to find a darkened area in order to view one's cell phone screen. The product will also help to significantly reduce the chances of missing an important telephone call or text message. Additionally, the ***Phone Glare*** will be competitively priced, adding to its appeal.

The inventor of the ***Phone Glare*** has also developed a working prototype that has been utilized with success.

The inventor of the ***Phone Glare*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone accessories industry are currently being targeted as candidates to eventually commercialize the ***Phone Glare*** on a worldwide basis.

In August 2013, Mr. Sims contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Phone Glare*** 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 ***Phone Glare*** 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.