

# INNOVATION DIRECT™

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## *New Age Dictionary Invention In Search of Licensee*

An innovative new product designed to considerably enhance the conventional version of a dictionary, the ***New Age Dictionary***, has been developed by Femi Oguntuase of Houston, Texas. The invention’s unique design provides its users with a fully functional electronic repository of words and their meanings.

The ***New Age Dictionary*** eliminates the need to transport and handle cumbersome printed versions of dictionaries. Additionally, the ***New Age Dictionary*** will be hand-held and easily portable, making it highly valuable to students, teachers, office workers, and general consumers. Furthermore, the ***New Age Dictionary*** will eliminate the need for the user to know the correct spelling of a word before looking up its meaning. It will also save considerable time on a number of different school and work projects. The ***New Age Dictionary*** also promotes the enhancement of vocabulary and overall knowledge by placing a great deal of information at the fingertips of consumers.

The inventor of the ***New Age Dictionary*** has developed a working prototype that he has utilized with success. The ***New Age Dictionary*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Oguntuase 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 ***New Age Dictionary*** on a worldwide basis.

In September 2013, Mr. Oguntuase contracted product management services leader Innovation Direct™ to represent the ***New Age Dictionary*** 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 ***New Age Dictionary*** 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).