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Adams Specialty Stylus Invention In Search of Licensee

An innovative new product designed to make the use of various consumer electronics accessories easier, the *Adams Specialty Stylus*, has been developed by Aaron Adams of Apopka, Florida. The invention's unique design allows its users to correctly depress and manipulate products with control keys or tabs, such as cell phones and remote control units.

The *Adams Specialty Stylus* will be made from flexible yet durable material. The product lends itself to effective use with touch screens, thereby eliminating oily smudges that hinder visibility. Additionally, the *Adams Specialty Stylus* saves its users considerable time and frustration stemming from not being able to correctly or easily access needed keys or tabs. Furthermore, it can be offered in a variety of designs to suit individual taste. The *Adams Specialty Stylus* will also be competitively priced, adding to its appeal.

The *Adams Specialty Stylus* is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Adams 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 the *Adams Specialty Stylus* on a worldwide basis.

In June 2013, Mr. Adams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Adams Specialty Stylus* 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 *Adams Specialty Stylus* 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.