

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Gadget Finder Invention In Search of Licensee*

An innovative new product intended to serve as an effective solution to a common problem related to lost items, the ***Gadget Finder***, has been developed by Helen Ellingson of Brooten, Minnesota. The invention's unique design enables its users to efficiently locate lost items such as remote control units, cell phones, and keys, among others.

The ***Gadget Finder*** eliminates the frustration and wasting of time that comes with attempting to locate misplaced things. The product is conveniently compact and features a portable component for use when away from home. Additionally, the ***Gadget Finder*** comes equipped with its own charging station, insuring it is always operational. Furthermore, it will help insure that its users always have access to some of their most essential items and will help them save money that would normally be invested on having to replace lost valuables. Moreover, the ***Gadget Finder*** will be easy and straightforward to operate and will be competitively priced, adding to its appeal.

The inventor of the ***Gadget Finder*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the consumer electronics accessories industry are currently being targeted as candidates to eventually commercialize the ***Gadget Finder*** on a worldwide basis.

In October 2013, Mrs. Ellingson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Gadget Finder*** 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 ***Gadget Finder*** 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).