

# INNOVATION DIRECT™

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## ***FIG Invention In Search of Licensee***

An innovative and useful new product for consumers who use electronic tablets, the **FIG**, has been developed by Brenda Lee Carter of Lake Charles, Louisiana. The invention's unique design provides its users with a secure and convenient way of making full use of the capabilities of their electronic tablet in the most efficient and effortless manner possible.

The **FIG** provides tablet owners the peace of mind that their product is secure when placed within it. The product will be fully adjustable to different heights. Additionally, the **FIG's** proprietary features allow it to significantly enhance the quality of sound emitted from a tablet. Furthermore, it makes tasks such as taking group photos considerably easier to carry out. The **FIG** will also be competitively priced, adding to its appeal.

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

The inventor of the **FIG** 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 industries are currently being targeted as candidates to eventually commercialize the **FIG** on a worldwide basis.

In December 2013, Mrs. Carter contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **FIG** 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 **FIG** 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).