

# INNOVATION DIRECT™

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## *Flat Fit Invention In Search of Licensee*

An innovative new product designed to provide a widely used consumer electronics product with an eye-catching look, the ***Flat Fit***, has been developed by James Henderson of Virginia Beach, Virginia. The invention's unique design provides its users with a variety of options for enhancing the look of their flat screen televisions.

The ***Flat Fit*** will be easy to quickly implement on any model of flat screen television. The product enables its users to personalize their TVs in a creative and expressive manner. Additionally, the ***Flat Fit*** will be made available in a variety of colors and styles to suit individual tastes and room décor. Furthermore, the ***Flat Fit*** is designed to be completely unobtrusive to the visibility of those watching the television. Moreover, it will be competitively priced, adding to its appeal.

***Flat Fit*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of ***Flat Fit*** 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 ***Flat Fit*** on a worldwide basis.

In October 2013, James Henderson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Flat Fit*** 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 ***Flat Fit*** 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).