

# INNOVATION DIRECT™

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## *ETC... Invention In Search of Licensee*

An innovative new product targeted at home movie watchers everywhere, the *ETC...*, has been developed by LaVaughn Wheeler of Great Falls, Montana. The invention's unique design greatly simplifies the process of watching one's favorite movies at home, particularly for consumers with physical limitations.

The *ETC...* will eliminate the need for consumers to stand up and manually change a disk every time they want to watch a different movie. The product will save considerable storage space on digital video recorders. Additionally, the *ETC...* will save users money by eliminating the need to buy DVD or Blu-Ray players to watch movies. Furthermore, it will be competitively priced, adding to its appeal.

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

Mr. Wheeler 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 products industry are currently being targeted as candidates to eventually commercialize the *ETC...* on a worldwide basis.

In December 2013, Mr. Wheeler contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *ETC...* 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 *ETC...* 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).