

INNOVATION DIRECT™

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Instant Electricity Invention In Search of Licensee

An innovative new product that provides a dependable solution for generating power, the ***Instant Electricity***, has been developed by Ernest Anderson of Baltimore, Maryland. The invention's unique design enables its users to access environmentally friendly methods of power generation.

The ***Instant Electricity*** will be diverse enough to be implemented successfully in both homes and vehicles. The product significantly reduces reliance on oil, gas, and other sources for power. Additionally, the ***Instant Electricity*** utilizes components already readily available. Furthermore, it will save money when compared to more expensive sources of power and will be made from durable materials, making it a wise investment and adding to its appeal.

The ***Instant Electricity*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Shack now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the power generation accessories industry are currently being targeted as candidates to eventually commercialize the ***Instant Electricity*** on a worldwide basis.

In February 2014, Mr. Anderson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Instant Electricity*** 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 ***Instant Electricity*** 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.