

INNOVATION DIRECT™

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Flex Phone Invention In Search of Licensee

An innovative new product designed to serve as a functional enhancement on the most widely used communications device in existence, the ***Flex Phone***, has been developed by Joseph James of Brooklyn, New York. The invention's unique design enables its users to avail themselves of a cell phone with conventional functionality but additional convenience and security.

The ***Flex Phone***'s proprietary features enable it to conserve space and be as streamlined as possible. The product eliminates the inconvenience of carrying around a bulky cell phone that is obtrusive. Additionally, the ***Flex Phone*** will be easy and comfortable to use. Furthermore, the ***Flex Phone***'s additional security components help to significantly reduce the chance of theft or unauthorized use. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

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

Mr. James now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone products industry are currently being targeted as candidates to eventually commercialize the ***Flex Phone*** on a worldwide basis.

In April 2014, Mr. James contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Flex Phone*** 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 ***Flex Phone*** 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.