

INNOVATION DIRECT™

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Jones Specialized Toll Transponder Invention In Search of Licensee

An innovative new product designed to serve as a functional and useful enhancement to a widely used accessory in automobiles, the ***Jones Specialized Toll Transponder***, has been developed by Eric Jones of North Miami, Florida. The invention's unique design enables its users to leverage today's technology to always have the latest pertinent information regarding their highway system toll accounts.

The ***Jones Specialized Toll Transponder*** eliminates the hassle of fines and possible account suspensions due to funds having run out on a highway toll account unbeknownst to the driver. The product is easy to implement in any vehicle and completely unobtrusive to the driver's line of sight. Additionally, it can be made available in a variety of streamlined designs and screen sizes to suit individual preferences. Furthermore, the ***Jones Specialized Toll Transponder*** will be simple and straightforward in its operation, requiring no effort from the user. The ***Jones Specialized Toll Transponder*** is also competitively priced and will be made from durable materials, adding to its appeal and making it a wise investment.

The ***Jones Specialized Toll Transponder*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Jones 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 the ***Jones Specialized Toll Transponder*** on a worldwide basis.

In April 2014, Mr. Jones contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Jones Specialized Toll Transponder*** 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 ***Jones Specialized Toll Transponder*** 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.