

INNOVATION DIRECT™

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Snap and Charge Invention In Search of Licensee

An innovative and effective new product targeted at the billions of cell phone users worldwide, the ***Snap and Charge***, has been developed by Billy Alexander of Memphis, Tennessee. The invention's unique design enables its users to charge their cell phones in a new and more convenient way.

The ***Snap and Charge***'s proprietary features make it comfortable for the user's neck and shoulders. The product eliminates the need to lay a cell phone down to charge in a potentially dangerous area, such as on a counter where it can be wet accidentally. Additionally, the ***Snap and Charge*** features an elegant and aesthetically pleasing look. Furthermore, it will be lightweight and convenient to carry. The ***Snap and Charge*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

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

Mr. Alexander 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 accessories industry are currently being targeted as candidates to eventually commercialize the ***Snap and Charge*** on a worldwide basis.

In December 2013, Mr. Alexander contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Snap and Charge*** 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 ***Snap and Charge*** 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.