

INNOVATION DIRECT™

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Hale Specialty Phone Invention In Search of Licensee

An innovative and functional twist on the most widely used communication device in today's society, the ***Hale Specialty Phone***, has been developed by Luther Hale of Chicago, Illinois. The invention's unique design enables it to serve as a fully functioning conventional cell phone with an additional distinct advantage.

The ***Hale Specialty Phone***'s proprietary features help its users insure they do not have to constantly worry about battery life. Additionally, it eliminates the frustration and hassle of not being able to make a phone call due to a dead battery. Furthermore, the ***Hale Specialty Phone*** insures its users that they have access to a working cell phone in case of an emergency. Moreover, it is simple to operate and competitively priced, adding to its appeal. The ***Hale Specialty Phone*** will be made from durable materials, making it a wise investment.

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

Mr. Hale 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 ***Hale Specialty Phone*** on a worldwide basis.

In October 2013, Mr. Hale contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hale Specialty 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 ***Hale Specialty 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.