

# INNOVATION DIRECT™

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## *Five Star Perforator Invention In Search of Licensee*

An innovative and functional new product targeted at all who enjoy cigars, the ***Five Star Perforator***, has been developed by John Laone of Thomaston, Connecticut. The invention's unique design provides its users with a convenient accessory that successfully avoids the flaws of other similar products designed for the same purpose.

The ***Five Star Perforator*** offers an efficient and virtually effortless way of perforating a cigar without damaging it. The product's proprietary features enable it to remain sharp over time and not break. Additionally, the ***Five Star Perforator*** avoids the frustrating scenario of becoming jammed during use. Furthermore, it insures that no tobacco inadvertently gets into the mouth of the user. Moreover, the ***Five Star Perforator*** slides conveniently onto a keychain for easy portability to any location and lends itself to custom engraving for promotional use. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Five Star Perforator*** has units being manufactured and sold in limited quantities with success. The ***Five Star Perforator*** is also the subject of **Design Patent # 683,070 S** within the United States Patent and Trademark Office.

Mr. Laone now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cigar accessories industry are currently being targeted as candidates to eventually commercialize the ***Five Star Perforator*** on a worldwide basis.

In May 2014, Mr. Laone contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Five Star Perforator*** 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 ***Five Star Perforator*** 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](mailto:MR@innovationdirectonline.com).