

# INNOVATION DIRECT

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## *The Heuel E-Z Cable Organizer Invention In Search of Licensee*

An innovative new product designed to address a common problem related to loose wires in an office setting, the ***Heuel E-Z Cable Organizer***, has been developed by Carolina Heuel of Camarillo, California. The invention's unique design provides its users with a product that offers valuable functionality while also helping to improve the aesthetics of the setting it is placed in.

The ***Heuel E-Z Cable Organizer*** effectively keeps wires from various electronics products out of the way and obscured from view. The product can help prevent potential injuries to both humans and animals stemming from inadvertent contact with wires. Additionally, the ***Heuel E-Z Cable Organizer*** will be made available in a variety of different sizes to suit the needs of different work spaces. Furthermore, it helps significantly reduce the hassle and frustration of tangled wires from multiple products. Moreover, the ***Heuel E-Z Cable Organizer*** can be deployed equally effectively in residential or commercial settings, and in either indoor or outdoor applications. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***Heuel E-Z Cable Organizer*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Ms. Heuel now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the electric accessories industry are currently being targeted as candidates to eventually commercialize the ***Heuel E-Z Cable Organizer*** on a worldwide basis.

In June 2014, Ms. Heuel contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Heuel E-Z Cable Organizer*** 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 ***Heuel E-Z Cable Organizer*** 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).