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### *Wise Hi Tech Game Controller Invention In Search of Licensee*

A simple yet eye-catching new twist on a widely used video game accessory, the **Wise Hi Tech Game Controller**, has been developed by Justin Wise of Rahway, New Jersey. The invention's unique design brings an unprecedented functionality and look to a standard video game controller.

The **Wise Hi Tech Game Controller** boasts all of the functionality of a conventional version of the product. The product provides its users with unprecedented ease when personalizing the look of their controllers. Additionally, the **Wise Hi Tech Game Controller** enhances the overall gaming experience. Furthermore, it will offer an extensive amount of customization options to its users. Moreover, the **Wise Hi Tech Game Controller** is competitively priced and made from durable plastic, adding to its appeal and making it a wise investment.

The **Wise Hi Tech Game Controller** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Wise now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the video game accessories are currently being targeted as candidates to eventually commercialize the **Wise Hi Tech Game Controller** on a worldwide basis.

In July 2014, Mr. Wise contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Wise Hi Tech Game Controller** 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 **Wise Hi Tech Game Controller** 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).