

# INNOVATION DIRECT™

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## *Xtraordinary Drive Station Invention In Search of Licensee*

An innovative new product designed to serve as a valuable accessory for video game enthusiasts, the *Xtraordinary Drive Station*, has been developed by Esteban Lowery of Campbellsville, Kentucky. The invention's unique design provides its users with a highly functional video game controller that will enhance the experience of playing certain games.

The *Xtraordinary Drive Station's* proprietary features enable it to offer those playing simulated racing games with the complete feel and experience of operating an actual vehicle. The product successfully leverages several aspects of today's technology to augment its functionality. Additionally, it significantly increases the enjoyment of playing by offering a considerable degree of realism. Furthermore, the *Xtraordinary Drive Station* will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The *Xtraordinary Drive Station* is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Lowery now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the video game accessories industry are currently being targeted as candidates to eventually commercialize the *Xtraordinary Drive Station* on a worldwide basis.

In February 2014, Mr. Lowery contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Xtraordinary Drive Station* 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 *Xtraordinary Drive Station* 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).