

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *InfoTAG Invention In Search of Licensee*

A simple yet useful new electronic application that effectively addresses an unmet need related to pop culture, the **InfoTAG**, has been developed by James Rubel of Joliet, Illinois. The invention's unique features enable it to provide TV and movie viewers with an unprecedented degree of information about the programs and movies they are watching.

The **InfoTAG** effectively satisfies the curiosity of today's information-thirsty consumer. The product leverages modern technology to insure that TV and movie viewers have as many details as they desire about the content they are enjoying. Additionally, the **InfoTAG** is exceedingly easy to deploy and utilize on demand. Furthermore, its proprietary features allow its users to save time and satisfy their curiosity about their favorite celebrities. Moreover, the **InfoTAG** will also be competitively priced, adding to its appeal.

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

Mr. Rubel now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the software and electronic applications industry are currently being targeted as candidates to eventually commercialize the **InfoTAG** on a worldwide basis.

In May 2014, Mr. Rubel contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **InfoTAG** 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 **InfoTAG** 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).