



### *Smart State Estimator Invention In Search of Licensee*

An innovative and highly valuable solution designed to effectively address a critical problem regarding electrical power grid control operations, the *Smart State Estimator*, has been developed by Bei Gou of Mansfield, Texas. The invention's proprietary formula enables it to insure unprecedented accuracy when measuring real-time power flow status under any conditions.

The *Smart State Estimator* greatly eliminates the large negative influence on market price calculation and security assessment brought about by inaccuracies. The product could potentially be critical in preventing disastrous incidents in power systems caused by faulty data, such as topology errors, and parameter errors, among others. Additionally, the *Smart State Estimator* does not carry additional data requirements to function effectively. Furthermore, it has been the subject of successful extensive testing over a period of time. Moreover, this patented technology could be applied flexibly depending on the needs of the customers. For example, it could be applied as a Measurement Tuner and Topology Estimator and also can easily integrate PMU measurements in its formulation.

The *Smart State Estimator* is also the subject of **Utility Patent # 8,634,965 B1** within the United States Patent and Trademark Office.

Mr. Gou now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the power and electric monitoring accessories industry are currently being targeted as candidates to eventually commercialize the *Smart State Estimator* on a worldwide basis.

In August 2014, Mr. Gou contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Smart State Estimator* 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 *Smart State Estimator* 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).