



### *Hanson Adapter Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to a widely used telecommunications product, the ***Hanson Adapter***, has been developed by Michael Hanson of Litchfield Park, Arizona. The invention's unique design enables it to serve as a highly useful accessory for those who utilize stationary handset phones.

The ***Hanson Adapter*** eliminates frustrating instances of tangled cords and limits of range. Through its proprietary features, the product makes it easier to move around comfortably when on the phone. Additionally, the ***Hanson Adapter*** is easy to implement with virtually any phone. Furthermore, it increases productivity wherever it is used by facilitating a user's ability to multi-task while speaking on the telephone. Moreover, the ***Hanson Adapter*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

In July 2014, Mr. Hanson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hanson Adapter*** 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 ***Hanson Adapter*** 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).