



The Peep Sight Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to digital photography, the ***Peep Sight***, has been developed by Robert Hein of San Diego, California. The invention's unique design enables its users to take quality digital photos even when there is significant glare from sunlight on the camera's viewing screen. The user will simply look through the ***Peep Sight*** and take the photos they wish to take.

The ***Peep Sight*** is exceedingly easy to implement and begin using. Additionally, the ***Peep Sight*** eliminates the frustration and disappointment of having to forsake valuable and memorable photo opportunities due to sun glare. Furthermore, the ***Peep Sight*** saves its users time when trying to capture a quality digital shot. Moreover, it can be made available in a variety of color options. The ***Peep Sight*** will also be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Peep Sight*** has developed a working prototype that has been utilized with success. The ***Peep Sight*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Hein now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the digital camera accessories industry are currently being targeted as candidates to eventually commercialize the ***Peep Sight*** on a worldwide basis.

In December 2014, Mr. Hein contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Peep Sight*** 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 ***Peep Sight*** 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.