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The Monterio Jumper Cable Invention In Search of Licensee

An innovative and highly useful new automotive repair accessory, the **Monterio Jumper Cable**, has been developed by Bruce B. Monterio of Concord, New Hampshire. The invention's unique design effectively addresses one of the most common problems associated with jumper cables.

The **Monterio Jumper Cable**'s proprietary features provide it with significantly enhanced functionality when compared to conventional jumper cables. The product greatly increases the chances of a car being revived successfully through the use of jumper cables. Additionally, the **Monterio Jumper Cable** is easy to store and take on the road to any location. Furthermore, it eliminates the chances of being stranded for extended periods. Moreover, the **Monterio Jumper Cable** will be competitively priced and made from highly durable materials, adding to its appeal.

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

Mr. Monterio now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive repair accessories industry are currently being targeted as candidates to eventually commercialize the **Monterio Jumper Cable** on a worldwide basis.

In September 2014, Mr. Monterio contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Monterio Jumper Cable** 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 **Monterio Jumper Cable** 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.