



The Solar Conserver Invention In Search of Licensee

An innovative new product designed to serve as a highly efficient and effective method of maximizing solar energy, the ***Solar Conserver***, has been developed by Michael Coleman of La Mesa, California. The invention's unique design provides its users with a convenient way to harness the considerable power of solar energy in a safe and cost-effective manner.

The ***Solar Conserver***'s proprietary features enable it to maximize solar energy collection when compared to conventional solar panels. The product is designed to effectively withstand harsh weather conditions. Additionally, the ***Solar Conserver*** boasts an understated and inconspicuous presence on a rooftop. Furthermore, the ***Solar Conserver*** will be made available in a variety of colors to match different roof shingles. Moreover, it is equally effective in residential or commercial settings. The ***Solar Conserver*** will also be competitively priced and made from lightweight yet durable aluminum or titanium, adding to its appeal.

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

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

In December 2014, Mr. Coleman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Solar Conserver*** 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 ***Solar Conserver*** 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.