

INNOVATION DIRECT

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Besher's Generator Invention In Search of Licensee

An innovative and environmentally conscious new power generation accessory, the ***Besher's Generator***, has been developed by Roger Besher of Colorado Springs, Colorado. The invention's unique design enables it to offer superior functionality to existing wind and solar powered systems.

The ***Besher's Generator*** is independent of external and highly variant sources of power, such as wind and sun. Additionally, the ***Besher's Generator's*** proprietary features enable it to run at peak efficiency at all times. Furthermore, it takes up much less space than other generators. Moreover, the ***Besher's Generator*** harvests considerable power from its own internal processes on a continual basis. It will also be competitively priced and made from durable materials, adding to its appeal.

The ***Besher's Generator*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In October 2014, Mr. Besher contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Besher's Generator*** 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 ***Besher's Generator*** 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.