



Avatar Book Invention In Search of Licensee

An innovative new application designed to facilitate a method of social interaction, the **Avatar Book**, has been developed by Irving Diaz of Fort Worth, Texas. The invention's unique design and format helps alleviate the level of potential awkwardness and discomfort typically involved in meeting a new person.

The **Avatar Book** allows for a considerable degree of creativity and customization on the part of the user. Additionally, the **Avatar Book** keeps those who utilize it engaged and stimulated. Furthermore, it can potentially lead to a greater degree of positive social connections and corresponding quality of life for those who utilize it. Moreover, the **Avatar Book** differs in overall functionality from every other social media site or application currently available. It will also be competitively priced, adding to its appeal.

Mr. Diaz now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the computer and smart phone application industry are currently being targeted as candidates to eventually commercialize the **Avatar Book** on a worldwide basis.

In July 2014, Mr. Diaz contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Avatar Book** 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 **Avatar Book** 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.