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The Plug Tender Invention In Search of Licensee

An innovative new product designed to serve as a valuable accessory for vehicles and trailers, the **Plug Tender**, has been developed by Jerry Jordan of Fairmount, Indiana. The invention's unique design helps its users to effectively clean a vehicle and trailer's wire harness plug connector.

The **Plug Tender's** proprietary features enable it to thoroughly clean both the male and female ends of a wireless connector equally effectively. The product helps its users to insure the proper operation of their trailer lights. Additionally, the **Plug Tender** is compact, making it very convenient to transport virtually anywhere. Furthermore, the **Plug Tender** can be of great use in a variety of settings, including boating and camping. It will also be competitively priced and made from durable materials, adding to its appeal.

The **Plug Tender** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In December 2014, Mr. Jordan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Plug Tender** 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 **Plug Tender** 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.