



### *The Brunson Drive Invention In Search of Licensee*

An innovative and useful new video game accessory, the ***Brunson Drive***, has been developed by inventor Darrell Brunson of Tacoma, Washington. The invention's unique design enables it to effectively enhance the enjoyment of video game play.

The ***Brunson Drive*** eliminates the need for a player to change discs each time they want to play a different game. The product saves the time and hassle involved in constantly changing video game discs. Additionally, the ***Brunson Drive*** is designed with the idea of being compatible with any video game system on the market. Furthermore, it is exceedingly easy to operate. Moreover, the ***Brunson Drive*** will be competitively priced and made from durable materials, adding to its appeal.

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

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

In January 2015, Mr. Brunson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Brunson Drive*** 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 ***Brunson Drive*** 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](mailto:MR@innovationdirectonline.com).