

# INNOVATION DIRECT

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## *The Digital Pix Calendar Invention In Search of Licensee*

An innovative new consumer electronics product designed to serve a multitude of purposes, the ***Digital Pix Calendar***, has been developed by Paul B. Balderas of Bakersfield, California. The invention's unique design and features enable it serve as both a conventional calendar and as a way to keep loved ones close in the heart and mind when away.

The ***Digital Pix Calendar's*** proprietary features enable it to help its users remain organized at all times when on the go through features such as a daily planner. The product leverages modern technology to provide a considerable number of user options. Additionally, the ***Digital Pix Calendar*** is simple and straightforward to operate. Furthermore, the ***Digital Pix Calendar*** will be offered in a variety of colors and sizes to suit individual needs and preferences. The ***Digital Pix Calendar*** will also be competitively priced and made from durable metal and plastic, adding to its appeal.

The ***Digital Pix Calendar*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Balderas now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the consumer electronics accessories industry are currently being targeted as candidates to eventually commercialize the ***Digital Pix Calendar*** on a worldwide basis.

In January 2015, Mr. Balderas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Digital Pix Calendar*** 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 ***Digital Pix Calendar*** 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).