



### *DJ Technology Invention In Search of Licensee*

An innovative new product designed to enhance the experience of enjoying music in a vehicle, **DJ Technology**, has been developed by inventor Diana Rivera of Newark, New Jersey. The invention's unique design significantly facilitates the ability of a driver to access their favorite music on demand.

The proprietary features of **DJ Technology** make it adaptable for use with a variety of electronic devices. The product serves as a much safer alternative to seeking out music manually while attempting to drive. Additionally, **DJ Technology** will be instrumental in preventing accidents stemming from drivers becoming distracted. Furthermore, **DJ Technology** will be made available in a variety of colors to suit individual preferences. Moreover, **DJ Technology** will be competitively priced and made from durable plastic and rubber materials, adding to its appeal.

**DJ Technology** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Rivera now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the consumer electronics products industry are currently being targeted as candidates to eventually commercialize **DJ Technology** on a worldwide basis.

In February 2015, Mrs. Rivera contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **DJ Technology** 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 **DJ Technology** 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).