



IHear Invention In Search of Licensee

An innovative and highly functional device targeted at the hearing impaired, **IHear**, has been developed by inventor Sal Banda of Fowler, California. The invention's unique design provides its users with an effective method of providing the hearing impaired and deaf of feeling every sound.

The proprietary features of **IHear** enable it to increase the overall quality of life of a hearing impaired individual. The product will be made available in headset, handheld, and even wearable form. Additionally, **IHear** enhances the overall level of enjoyment of activities such as movies and watching television by offering an unprecedented experience. Furthermore, it will be offered in a variety of colors to suit individual tastes. Moreover, **IHear** will be competitively priced and made from durable yet lightweight materials, adding to its appeal.

IHear is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In May 2015, Mr. Banda contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **IHear** 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 **IHear** 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.