

INNOVATION DIRECT

"Our Success is Patented"™

Fili Invention In Search of Licensee

An innovative new consumer electronics product that can be taken virtually anywhere, the ***Fili***, has been developed by inventor Stacy Anderson of Marshall, Texas. The invention's unique design enables its users to enjoy their favorite music while also serving as an attractive wardrobe piece.

The ***Fili's*** proprietary features enable it to provide its users with the enjoyment of downloaded music while on the go. The product is also capable of picking up satellite radio channels. Additionally, the ***Fili*** leverages modern and widely available modern technology. Furthermore, the ***Fili*** eliminates the hassle of ear buds or headphones, which can easily become tangled or obtrusive when used during exercise and other physical activity. Moreover, it will be lightweight and conveniently portable. The ***Fili*** will also be competitively priced and made from durable gold or silver-plated metal, adding to its appeal.

Mrs. Anderson 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 accessories industry are currently being targeted as candidates to eventually commercialize the ***Fili*** on a worldwide basis.

In May 2015, Mrs. Anderson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fili*** 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 ***Fili*** 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.