



### *Tele-Brella Invention In Search of Licensee*

An innovative and highly functional twist on a commonly-used item, the **Tele-Brella**, has been developed by inventor Bruce Wilczynski of Villa Park, Illinois. The invention's unique design helps insure that a conventional umbrella provides its users with an additional function vital to the protection of a valuable consumer electronics device.

The **Tele-Brella's** proprietary features insure that cell phones are usable and secure while a person carries an umbrella. The product thoroughly protects cell phones during rainfall from contact with water and the subsequent damage that such contact brings. Additionally, the **Tele-Brella** offers true hands-free usage of a cell phone and is completely unobtrusive to the customary use of an umbrella. Furthermore, it provides its users with the priceless peace of mind that their phones are protected at all times. Moreover, the **Tele-Brella** saves consumers considerable amounts of money by eliminating the need to replace damaged phones, and also prevents the hassle of losing valuable information stored within it. It will also be competitively priced and made from durable materials, adding to its appeal.

The **Tele-Brella** will also soon be the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Wilczynski now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the umbrella products industry are currently being targeted as candidates to eventually commercialize the **Tele-Brella** on a worldwide basis.

In November 2015, Mr. Wilczynski contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Tele-Brella** 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 **Tele-Brella** 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).