



Wire Holster Invention In Search of Licensee

An innovative and useful new product targeted at cell phone owners everywhere, the **Wire Holster**, has been developed by inventor Boniface Denavard of Orlando, Florida. The invention's unique design helps insure that cell phones are protected from any damaging falls.

The **Wire Holster** is thoroughly unobtrusive to utilize, allowing for comfortable use of cell phone at all times. The product will save its users considerable expense and inconvenience by protecting cell phones from damage. Additionally, the **Wire Holster** provides its users with priceless peace of mind. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the **Wire Holster** has also developed a prototype that has been utilized with success. The **Wire Holster** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Denavard now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone accessories industry are currently being targeted as candidates to eventually commercialize the **Wire Holster** on a worldwide basis.

In November 2015, Mr. Denavard contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Wire Holster** 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 **Wire Holster** 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.