



Future of the World Invention In Search of Licensee

A simple yet useful new product designed to serve as an energy-saving version of a widely used household appliance, ***Future of the World***, has been developed by inventor Powell Hollis of Brooklyn, New York. The invention's unique design provides its users with a considerably cost-effective alternative to conventional air conditioning units.

The proprietary features of ***Future of the World*** enable it to fully leverage the power of natural resources to function, lending considerable environmental benefits. The product will save its users considerable amounts of money on their energy bill. Additionally, ***Future of the World*** is fully integrated with modern technology in its functionality. Furthermore, it is easy and straightforward to implement and operate, with timer, thermostat and temperature control. Moreover, ***Future of the World*** will be competitively priced and made from durable and recyclable materials, adding to its appeal.

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

Mr. Hollis now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the major household appliances industry are currently being targeted as candidates to eventually commercialize ***Future of the World*** on a worldwide basis.

In December 2015, Mr. Hollis contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Future of the World*** 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 ***Future of the World*** 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.