

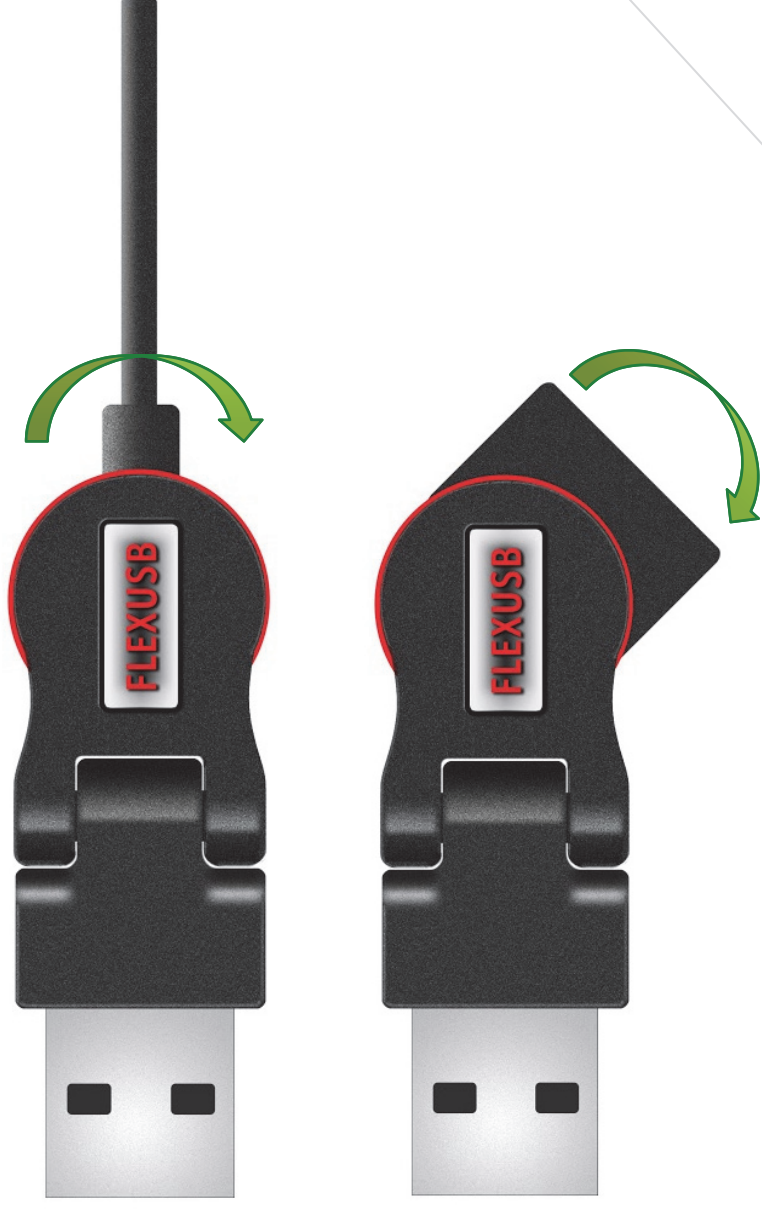
*Patent Portfolio for Sale  
Electrical Cables &  
Surge Protectors*

# *Electrical Cables*

- ▶ Electrical cables are a huge market. Differentiating features can enable charging a price premium over commodity cables to achieve lucrative margins. Moreover, product differentiation can encourage retailers to carry particular cables.
- ▶ These three patents protect innovative cable features that customers recognize and appreciate. **In other words, these three patents can supercharge high-margin cable sales.**

# U.S. Patents 7,247,028 and 7,494,343: *Movable Connectors*

- ▶ These patents cover connectors that rotate



# *U.S. Patents 7,247,028 and 7,494,343: Movable Connectors*

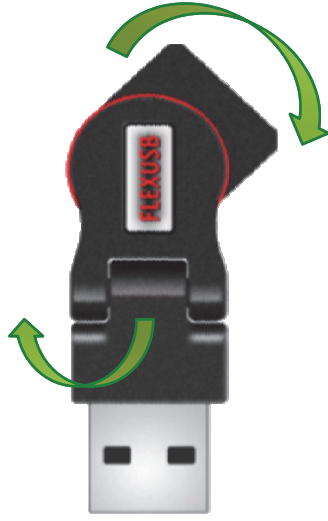
- ▶ Many designs are covered by the patents



# *U.S. Patents 7,247,028 and 7,494,343:*

## *Movable Connectors*

- ▶ Would your customers appreciate movable connectors? We invite you to explore how these patents can provide a competitive edge to your company.
- ▶ **U.S. Utility Patents:**
  - ▶ 7,247,028 - [www.google.com/patents/US7247028](http://www.google.com/patents/US7247028)
  - ▶ 7,494,343 - [www.google.com/patents/US7494343](http://www.google.com/patents/US7494343)



# *U.S. Patent 7,435,090: Rotatable Cable Connectors*

- ▶ This patent covers cable connectors that rotate



# *U.S. Patent 7,435,090: Rotatable Cable Connectors*

- ▶ We invite you to explore how this innovative feature can increase sales.
- ▶ U.S. Utility Patent:
  - ▶ [www.google.com/patents/US7435090](http://www.google.com/patents/US7435090)



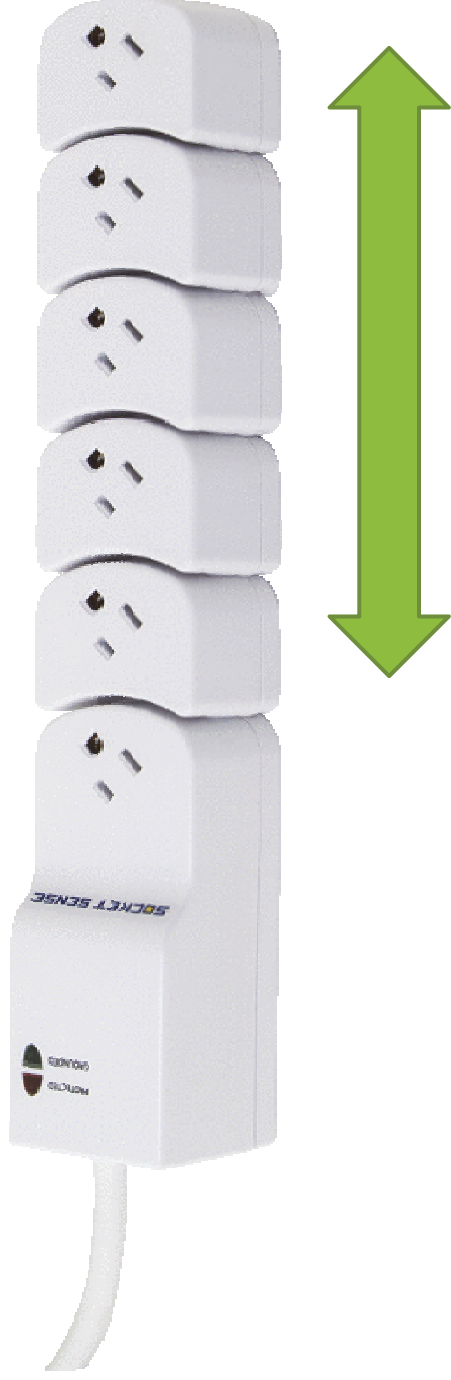
# Surge Protectors

- ▶ Surge protectors are also a substantial market. This market, however, is sometimes associated with low margins due to the difficulty of differentiating products.
- ▶ One challenge that consumers face is that many power adapters do not fit on standard surge protectors. These three patents solve this problem by enabling expandable surge protectors. By expanding, surge protectors can accommodate an extremely wide range of power adapters.
- ▶ **As a result, these three patents unlock a readily recognizable benefit that can drive high-margin sales.**



*U.S. Patents 7,874,856 and 7,607,928*  
*Chinese Patent CN 101364693*  
**Surge Protectors**

- ▶ These patents cover expandable & collapsible power outlets (e.g., surge protectors)



# *U.S. Patents 7,874,856 and 7,607,928 Chinese Patent CN 101364693 Surge Protectors*

- ▶ Many different types of expandable surge protectors are enabled by these patents. Helping consumers accommodate power adapters will help you drive high-margin sales.
- ▶ **Utility Patents:**
  - ▶ U.S. Patent 7,874,856 - [www.google.com/patents/US7874856](http://www.google.com/patents/US7874856)
  - ▶ U.S. Patent 7,607,928 - [www.google.com/patents/US7607928](http://www.google.com/patents/US7607928)
  - ▶ Chinese Patent 101364693 B - [www.google.com/patents/CN101364693B](http://www.google.com/patents/CN101364693B)

# Follow-up

- ▶ Product samples available upon request
- ▶ We are happy to answer any questions
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