



### ***Woern Invention In Search of Licensee***

An innovative new product designed to prevent a common workplace hazard, the ***Woern Invention***, has been developed by Thomas Woern of Mayville, Michigan. The invention's unique design provides peace of mind and safety to those working around gas tanks in the welding industry.

The welding trade can be replete with various potential dangers to those who practice it. In addition to the possibilities of suffering burns to various parts of the body if one is not careful, there is also the ever present possibility of an explosion of one of the tanks utilized in the process. This can occur when tanks are carelessly left on, which in addition to the hazard it presents, also leads to significant wasting of gas.

In an effort to address these types of issues, the ***Woern Invention*** will eliminate instances of tanks being left on. The product will help prevent countless amounts of gas being wasted, thereby saving money. Through its proprietary features, the ***Woern Invention*** will significantly reduce the chances of an explosion stemming from a tank being left on. and by doing so, will help prevent potentially catastrophic injuries. As a result, the ***Woern Invention*** will also serve to eliminate a high degree of potential liability in a working environment.

Mr. Woern now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the welding safety accessories industry are currently being targeted as candidates to commercialize the ***Woern Invention*** on a worldwide basis.

In April 2012, Mr. Woern contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Woern Invention*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Woern Invention*** 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).