



Gen Inch Diameter Circle Invention In Search of Licensee

An innovative new product designed to promote recycling in multiple floor buildings, the ***Gen Inch Diameter Circle***, has been developed by Jerry Brown of Chicago, Illinois. The invention's unique design greatly simplifies the task of recycling aluminum cans.

With our society's environmental consciousness progressively increasing over recent years, a great deal of emphasis has been placed on recycling, primarily due to the ease with which virtually anyone can carry it out. Most municipalities have instituted specialized recycling receptacles and regularly scheduled pick-up dates for them to greatly facilitate this process. However, for those who live in apartment buildings, the multiple stories of their structures makes this method impractical and essentially impossible.

With these challenges in mind, the ***Gen Inch Diameter Circle*** has been developed. The ***Gen Inch Diameter Circle*** will require minimal effort from its users. It will also produce positive residual results for the environment by increasing incidences of recycling. Furthermore, it will encourage tenants of a building to work together towards a common positive goal. Additionally, the ***Gen Inch Diameter Circle*** will be fabricated from durable materials and will be capable of being implemented in virtually any multiple floor apartment building.

The inventor has also developed a working prototype of the ***Gen Inch Diameter Circle*** that he has utilized with success. The invention is also now in Patent Pending status with the United States Patent and Trademark Office.

Mr. Brown now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the recycling products industry are currently being targeted as candidates to eventually commercialize the ***Gen Inch Diameter Circle*** on a worldwide basis.

In August 2012, Mr. Brown contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Gen Inch Diameter Circle*** 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 ***Gen Inch Diameter Circle*** 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.