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All Weather Walker Brella Invention In Search of Licensee

An innovative new product designed to provide those with disabilities with a useful and functional accessory, the ***All Weather Walker Brella***, has been developed by Jacob Jones of Elkhart, Indiana. The product's unique design enables those with walkers to have protection from the elements.

Those with physical handicaps certainly encounter challenges in daily tasks that healthy individuals take for granted. A perfect example is the holding of an umbrella. While this poses no problem to someone with all of their physical faculties, it can become a near impossibility for a person that relies on a walker for movement to accomplish. This can lead to a highly frustrating and even dangerous situation.

With this problem in mind, the ***All Weather Walker Brella*** has been conceived. The ***All Weather Walker Brella*** will be easily adaptable to virtually any walker. The product helps to greatly reduce the chances of illness or physical discomfort brought about by prolonged exposure to extreme weather conditions. Additionally, it will be fabricated from durable materials, including steel, making it a wise long-term investment. Furthermore, the ***All Weather Walker Brella*** will be competitively priced, adding to its appeal.

The ***All Weather Walker Brella*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Jones now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical aid products industry are currently being targeted as candidates to eventually commercialize the ***All Weather Walker Brella*** on a worldwide basis.

In October 2012, Mr. Jones contracted product management services leader Innovation Direct™ to represent the ***All Weather Walker Brella*** 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 ***All Weather Walker Brella*** 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.