



Toilet for the Handicapped Invention In Search of Licensee

An innovative new product designed to greatly improve safety for the handicapped, the ***Toilet for the Handicapped***, has been developed by Randy Simon of Augusta, Georgia. The invention's unique design enables its users to fulfill a daily physical necessity in a secure manner.

The physically handicapped face a number of considerable challenges simply trying to get through the typical activities associated with everyday life. More often than not, they require the assistance of another person to perform even the most basic of functions, such as utilizing the bathroom. While the help is certainly essential, having to rely on another for a task of such a personal nature can be both frustrating and embarrassing to the disabled individual.

With this in mind, the ***Toilet for the Handicapped*** has been developed. The product provides a degree of independence and peace of mind to those with physical limitations. Its proprietary features allow it to be used safely by those who are significantly overweight. Additionally, the ***Toilet for the Handicapped*** provides its users a number of comfort features, including a soft cushioned seat. It will be instrumental in accident and injury prevention for the physically limited and will offer features that help insure that a user's genital area is thoroughly clean after bathroom use.

The product would have a wide range of potential worldwide markets, given the vast amount of toilet sales annually. It will also lend itself to a significant amount of institutional bulk sales, as locations such as assisted living facilities, nursing homes, hospitals, correctional institutions, and military bases would be potentially ideal purchasers. Furthermore, the ***Toilet for the Handicapped*** would likely qualify for reimbursement by the majority of health insurance plans.

Mr. Simon now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical aids industry are currently being targeted as candidates to eventually commercialize ***Toilet for the Handicapped*** on a worldwide basis.

In March 2012, Mr. Simon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Toilet for the Handicapped*** 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 ***Toilet for the Handicapped*** 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.