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Dowling Back Pain Relief Accessory Invention In Search of Licensee

An innovative new product designed to effectively address a common and debilitating physical problem, the ***Dowling Back Pain Relief Accessory***, has been developed by James Dowling of North Lauderdale, Florida. The invention's unique design provides its users with considerable alleviation from chronic back pain and discomfort.

The ***Dowling Back Pain Relief Accessory*** can be employed equally effectively on chairs or sofas. The product will be simple to implement on a variety of furniture pieces. Additionally, the ***Dowling Back Pain Relief Accessory*** will enhance quality of life by offering extended periods of relief to its users when they sit. It will also be made available in a wide variety of sizes to fit different furniture and accommodate individual needs.

The inventor of the ***Dowling Back Pain Relief Accessory*** has made multiple prototypes that have been utilized with success. The ***Dowling Back Pain Relief Accessory*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Dowling now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the home furniture accessories industry are currently being targeted as candidates to eventually commercialize the ***Dowling Back Pain Relief Accessory*** on a worldwide basis.

In August 2013, Mr. Dowling contracted product management services leader Innovation Direct™ to represent the ***Dowling Back Pain Relief Accessory*** 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 ***Dowling Back Pain Relief Accessory*** 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.