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Hydro Weights Invention In Search of Licensee

An innovative new product designed to serve as a highly functional fitness accessory, the **Hydro Weights**, has been developed by Iesha McCowan of Lafayette, Colorado. The invention's unique design provides its users with a fun yet effective method of exercise.

The **Hydro Weights** promotes better health by allowing for a productive routine in a pleasant setting. The product will be made available for both ankles and wrists. The **Hydro Weights** will strengthen arms and legs significantly when exercising in water. Furthermore, it helps to burn a considerable amount of calories upon each use. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Hydro Weights** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. McCowan now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the fitness products industry are currently being targeted as candidates to eventually commercialize the **Hydro Weights** on a worldwide basis.

In September 2013, Mrs. McCowan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Hydro Weights** 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 World of Concrete 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 **Hydro Weights** 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.