



### ***Step Lift Invention In Search of Licensee***

A simple yet highly useful new product designed to offer valuable physical assistance in a number of different settings, the ***Step Lift***, has been developed by Beverly Sapp of Ashley, North Dakota. The invention's unique design allows its users to climb onto beds, tables, or vehicles safely and easily.

The ***Step Lift*** features a soft surface, making it thoroughly comfortable. The product will have a low profile off the ground, making it more convenient and safe to use. Additionally, the ***Step Lift*** saves its users considerable strain and effort. Furthermore, it considerably reduces the risk of injury by eliminating the need to take unnecessary risks when trying to elevate themselves sufficiently. Moreover, the ***Step Lift*** features fully adjustable handles, allowing it to accommodate differently-sized individuals. It will also boast lightweight fabrication, allowing for easy portability. The ***Step Lift*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Ms. Sapp now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the physical aids products industry are currently being targeted as candidates to eventually commercialize the ***Step Lift*** on a worldwide basis.

In July 2014, the inventor contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Step Lift*** 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 ***Step Lift*** 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](mailto:MR@innovationdirectonline.com).