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Insta Curb Invention In Search of Licensee

An innovative new product designed to provide an aesthetically appealing and convenient addition to the exterior of a home, the ***Insta Curb***, has been developed by Richard Carrion and Moises Bedolla of Riverside, California. The invention's unique design allows for virtually effortless installation.

The ***Insta Curb*** is made available in multiple color options to suit individual tastes and decor. The product features convenient "two tool" installation, requiring minimal labor. Additionally, the ***Insta Curb*** can be implemented by one person if necessary. Furthermore, the ***Insta Curb*** is equally effective in both residential and commercial settings. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Insta Curb*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Carrion and Mr. Bedolla now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the lawn and garden accessories industry are currently being targeted as candidates to eventually commercialize the ***Insta Curb*** on a worldwide basis.

In February 2014, Mr. Carrion and Mr. Bedolla contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Insta Curb*** 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 ***Insta Curb*** 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.