



Bowl Assist Invention In Search of Licensee

An innovative new product that assists its users with an essential physical function, the **Bowl Assist**, has been developed by inventor Ronald Ole Jensen of Henderson, North Carolina. The invention's unique design assists a person with getting into the natural squatting position necessary to complete a bowel movement.

The **Bowl Assist's** proprietary features insure that the product is secure when in use and will not slip out of position. The product eliminates the discomfort and frustration of not being able to properly position one's body successfully when attempting a bowel movement. Additionally, the **Bowl Assist** will be of particular value to those with physical limitations, such as the elderly. Furthermore, it is thoroughly comfortable and safe to use. Moreover, the **Bowl Assist** will also be competitively priced and made from durable plastic, adding to its appeal.

The inventor of the **Bowl Assist** has developed a working prototype that has been utilized with success. The **Bowl Assist** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Jensen now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize the **Bowl Assist** on a worldwide basis.

In April 2015, Mr. Jensen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Bowl Assist** 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 **Bowl Assist** 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.