



EZ Weeder Invention In Search of Licensee

An innovative and effective new product targeted at those who toil away in their gardens, the ***EZ Weeder***, has been developed by Daniel McAvoy of Palm Coast, Florida. The invention's unique design eliminates much of the physical strain and exertion inherent in trying to thoroughly eradicate weeds from a garden.

The ***EZ Weeder*** will extract weeds and their roots, thereby eliminating them completely. This will offer a significant advantage to other measures and products currently employed for the same reason, which often fail to completely access the root of the weed, providing it an opportunity to regenerate fairly quickly.

Due to its design and features, the ***EZ Weeder*** will also save its users a considerable amount of time when performing gardening chores, adding to its appeal. The product will be made from hard plastic or non-corrosive metal, rendering it considerably durable and easy to handle. The ***EZ Weeder*** will also be easy to store when not in use.

The ***EZ Weeder*** is the subject of **Provisional Patent Application # 61/498,113** which was filed on June 17, 2011, and a working prototype also exists. The inventor now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the gardening products industry are currently being targeted as candidates to eventually commercialize the ***EZ Weeder*** on a worldwide basis.

In July 2011, Mr. McAvoy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***EZ Weeder*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***EZ Weeder*** 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.