



The Float Boat Invention In Search of Licensee

An innovative new product designed to provide its users with the enjoyment and amenities of a larger watercraft, the ***Float Boat***, has been developed by Billy Jack Armistead, Jr. of Covington, Georgia. The invention's unique design renders it a fun and cost-effective alternative to the higher expense and upkeep associated with the owning of a traditional boat.

Water is an extremely popular form of both relaxation and recreation for many. Water sports and activities are a staple of summers all over the world, and enjoyed by both young and old alike. Personal watercraft such as small and medium boats are a particularly popular and desirable form of water-based recreation, but the cost of owning and maintaining one can be largely prohibitive for many consumers.

The ***Float Boat*** will provide all of the convenience and amenities of a larger vessel in a much more compact and manageable size. Its modest dimensions will even allow it to be used in larger swimming pools, in addition to lakes, ponds, and other similar bodies of water. It will be an environmentally friendly product, with a solar powered, rechargeable battery as a power source. The ***Float Boat*** will also be made from durable and lightweight material on its exterior, adding to its appeal. Essentially, the ***Float Boat*** will provide all of the fun and relaxation of a conventional float while also providing much easier and convenient mobility to get to other areas of a body of water quickly.

Additionally, the ***Float Boat*** will eliminate the strain and hassle of having to power oneself with their own arms while on a float. It will not have any emissions whatsoever, making it a much more environmentally safe alternative to conventional watercraft. It will also allow for a host of other accompanying activities, such as playing music and sunbathing comfortably and safely.

Mr. Armistead now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household furniture and display products industry are currently being targeted as candidates to eventually commercialize ***The Float Boat*** on a worldwide basis.

In January 2012, Mr. Armistead contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Float Boat*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***The Float Boat*** 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.

