



Ladder Level Invention In Search of Licensee

An innovative new product designed to make the use of a common tool significantly safer and more functional, the ***Ladder Level***, has been developed by William Street of Pittsburgh, Pennsylvania. The invention's unique design allows its users to maximize the type of settings they can securely utilize their ladders in.

Ladders are undoubtedly an indispensable tool for a countless number of manual labor tasks. However, this is not to say that there are not some inherent challenges and difficulties in its use. In addition to the fact that their shape and length often make them cumbersome to transport, ladders can also present problems with regards to achieving successful balance when using them. Often, particularly when they have to be placed on uneven surfaces to complete a task, ladders can be very dangerous and often require a second person present in order to be able to insure the safety of the individual on them.

The ***Ladder Level*** is designed to be utilized on uneven or sloping grounds with complete effectiveness and peace of mind. Through its proprietary features, it will have the ability to adjust seamlessly to whatever surface it is placed on and in the process, provide the user with a secure position. The ***Ladder Level*** will also be made from extremely durable material, making it a wise long-term investment for the layman and professional tradesman alike. Additionally, it will promote the safe completion of tasks without the need for a second person present, adding to its appeal.

Mr. Street now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the ladder products industry are currently being targeted as candidates to eventually commercialize ***Ladder Level*** on a worldwide basis.

In February 2012, Mr. Street contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Ladder Level*** 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 ***Ladder Level*** 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.