



Camp-O-Top Invention In Search of Licensee

An innovative new product designed to appeal to avid campers, the *Camp-O-Top*, has been developed by Danny R. Hall of Ellijay, Georgia. The invention's unique design enables its users to gain access to a full-sized camper without the need for a separate unit.

Normally, those wishing to camp in a recreational vehicle must obviously purchase one, which can be a costly proposition. Additionally, the camper must then be towed to the desired camping area, which often represents a reduction in gas mileage and consequentially, a greater expenditure for the vehicle it is attached to.

The *Camp-O-Top* addresses these issues by providing its users with a full camper unit that allows for extensive storage and habitation. Additionally, its design allows for the user to stand upright and perform various functions or tasks while in the camper. It will be easy to install on virtually any make or model of truck and will be fabricated from durable materials, such metal, canvas or fiberglass.

The *Camp-O-Top* is designed to be easily operable by its users, without any physical strain or effort on their part. It will also store securely when not in use. With its collection of appealing qualities, the inventor of the Camp-O-Top is optimistic about the product finding success through outlets and catalogs selling camping, RV-related products, or automotive accessories.

The *Camp-O-Top* is the subject of **Provisional Patent 61/486,505**. The inventor of the *Camp-O-Top* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the camping, RV products, and automotive accessories industry are currently being targeted as candidates to eventually commercialize the *Camp-O-Top* on a worldwide basis.

In August 2011, Mr. Hall contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Camp-O-Top* 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 *Camp-O-Top* 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.