



Comfy Mouse Invention In Search of Licensee

An innovative new product designed to make the use of a common computer accessory as convenient as possible, the ***Comfy Mouse***, has been developed by Richard Milum Jenkins of Georgetown, Kentucky. The invention's unique design helps insure that its user's hands are placed in the most natural and comfortable position possible when operating it.

A computer mouse is an indispensable component of everyday life, both on the personal and business end. As valuable and instrumental as they are however, the use of a mouse over time can actually prove to be harmful and debilitating to the bones of the wrists and hands. At a minimum, cramping can easily set once a conventional computer mouse has been in operation for an extended period.

The ***Comfy Mouse*** will insure that its users enjoy an obstructed and natural hand and wrist position when operating it. It will bring considerable relief from the customary discomfort inherent in the use of conventional computer mice, thereby increasing both enjoyment and productivity when on a computer. It will be fabricated from durable materials, making it a prudent investment for those who use computers frequently. Through its proprietary features, the ***Comfy Mouse*** will also help prevent the onset and subsequent worsening of physical ailments of the hands and wrist, such as Carpal Tunnel Syndrome, and all of the negative effects that they bring about.

The inventor has also developed and used a rudimentary prototype of the ***Comfy Mouse*** with considerable success.

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

In March 2012, Mr. Jenkins contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Comfy Mouse*** 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 ***Comfy Mouse*** 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.