



Easy Plumb of Pole/Adjustable Invention In Search of Licensee

An innovative new product designed to appeal to brick masons, the ***Easy Plumb of Pole/Adjustable***, has been developed by Bernard Pope of Starkville, Mississippi. The invention's unique design enables its users to achieve unprecedented accuracy in their work.

The task of insuring that a pole is perfectly plumb when it is in a vertical position can be a challenging one. The degree of difficulty in this task also causes it to be a time consuming one, which can lead to higher costs on a variety of manual labor and building projects. However, the negative consequences of not completing the job correctly can be considerable, making it imperative that it is performed with precision.

The ***Easy Plumb of Pole/Adjustable*** will provide its users with an efficient method of insuring that any pole is flawlessly straight and plumb. It will eliminate the chances of slight inaccuracies which can lead to a time consuming correction, and will also render the entire process virtually effortless. The product will be made from durable metals, making it a sound investment. Additionally, the product will be fully adjustable, allowing it to adapt to a number of different projects and tasks.

Mr. Pope now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the brick masonry accessories industry are currently being targeted as candidates to eventually commercialize ***Easy Plumb of Pole/Adjustable*** on a worldwide basis.

In February 2012, Mr. Pope contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Easy Plumb of Pole/Adjustable*** 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 ***Easy Plumb of Pole/Adjustable*** 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.