



Discus Stabilizer Invention In Search of Licensee

An innovative new product designed to enhance the overall experience of discus throwing, the *Discus Stabilizer*, has been developed by Jack Harris of La Junta, Colorado. The invention's unique design and appearance increases the elements of safety and performance when participating in the sport

The sport of discus throwing involves a considerable amount of physical exertion and skill. Due to the nature of the movements involved in the sport, a participant's back, shoulder, arm, and pectoral muscles, among others, become heavily engaged. Any lack of stability or improper technique can considerably enhance the possibility of serious injury at worst, and bring about inferior or mediocre results at a minimum.

To this end, the *Discus Stabilizer* will be instrumental in providing stability and helping to prevent injury when participating in discus throwing. It will fit comfortably and unobtrusively over its users' hands and will help improve their technique and performance with respect to the sport. The *Discus Stabilizer* will also be fabricated from durable materials, adding to its appeal and value.

Mr. Harris now seeks a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the sporting goods accessories industry are currently being targeted as candidates to eventually commercialize *Discus Stabilizer* on a worldwide basis.

In March 2012, Mr. Harris contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Discus Stabilizer* 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 *Discus Stabilizer* 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.