



Mag Wrench Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a conventional wrench, the **Mag Wrench**, has been developed by Araceli Jimenez of Santa Maria, California. The invention's unique design enables its users to greatly simplify the task of working with a wrench on a wide variety of tasks.

A conventional wrench could conceivably rank at the very top of a list of indispensable tools for virtually any kind of tradesman. However, this same high degree of functionality that makes them so valuable also can lead to an inherent problem pertaining to their use. Often, there is not a natural location in which to store a conventional wrench within hand's reach while work is being performed, which can make the overall completion of the task much more cumbersome.

In an effort to address these types of issues, the **Mag Wrench** has been developed. The product will offer considerable ease of use and convenience. It will also save significant time, and as a result, money, on a variety of manual labor tasks. The **Mag Wrench** will also be offered in a number of different sizes for optimal utility. Additionally, its proprietary features insure that it plays a key role in the preservation and tracking of nuts and bolts while a job is being completed. The **Mag Wrench** will also be produced from tool-grade and magnetized steel, adding to its durability and value.

Mrs. Jimenez now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the tool products industry are currently being targeted as candidates to commercialize **Mag Wrench** on a worldwide basis.

In April 2012, Mrs. Jimenez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Mag Wrench** 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 the **Mag Wrench** 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.