



Ladder Caddy Invention In Search of Licensee

An innovative new product designed to make working on an elevated location a much easier proposition, the **Ladder Caddy**, has been developed by Linda Oliver of Lexington, Tennessee. The invention's unique design allows its users to have all of their needed tools and accessories within hand's reach at all times.

A ladder is an often indispensable tool in a wide variety of manual labor tasks, in both residential and commercial settings. While extremely useful and necessary, a ladder also typically requires the user to be fairly well focused on maintaining their balance so as not to suffer serious injury as a result of a fall. This makes any product that helps to minimize the amount of times a user must go up and down a ladder to access necessary tools for the job they're performing particularly valuable, as it significantly reduces the chances for an accident.

The **Ladder Caddy** will eliminate the hassle and strain involved in going up and down a ladder multiple times to retrieve items. It will save considerable time during the completion of certain tasks. Additionally, the **Ladder Caddy** can be implemented equally effectively with both small step ladders and 6 foot ladders. It will also be fabricated from durable materials, making it a wise long-term investment.

The **Ladder Caddy** is also the subject of a U.S. Patent application with the United States Patent and Trademark Office.

Ms. Oliver now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the ladder accessories industry are currently being targeted as candidates to eventually commercialize **Ladder Caddy** on a worldwide basis.

In March 2012, Mrs. Oliver contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Ladder Caddy** 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 **Ladder Caddy** 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.