



Bassuk Refrigerator/Freezer/Heaterator Invention In Search of Licensee

An innovative new product designed to bring unprecedented convenience and functionality to an appliance found in every home, the ***Bassuk Refrigerator/Freezer/Heaterator***, has been developed by Glenn Bassuk of Fort Wayne, Indiana. The invention's unique design enables its users to save considerable time when determining what items are inside an appliance, since there is no need to open and close a front door to be able to see.

Refrigerators and freezers are two of the most indispensable appliances in existence. Although they both serve vital and essential functions with regards to food storage and preservation, they also consume a great deal of energy in the process of doing so. This is often exacerbated by the fact that they must constantly be opened and closed in order to access the contents within them.

In an effort to address these types of issues, the ***Bassuk Refrigerator/Freezer/Heaterator*** has been developed. The product will provide a considerable savings with respect to energy bills by eliminating the need to constantly open and close a front refrigerator door, which releases cold air and allows warm air in. Additionally, the ***Bassuk Refrigerator/Freezer/Heaterator*** will provide the user with control over several functions with the simple touch of a button. It offers the full array of functionality that a conventional model of the product does, including the ability to chill, freeze, or warm items. The ***Bassuk Refrigerator/Freezer/Heaterator*** will also be competitively priced, adding to its appeal.

Mr. Bassuk now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the appliances industry are currently being targeted as candidates to commercialize ***Bassuk Refrigerator/Freezer/Heaterator*** on a worldwide basis.

In April 2012, Mr. Bassuk contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bassuk Refrigerator/Freezer/Heaterator*** 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 ***Bassuk Refrigerator/Freezer/Heaterator*** 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.