



Easy Lift Invention In Search of Licensee

An innovative new product designed to help those with physical limitations enjoy the outdoors, the ***Easy Lift***, has been developed by Jeff Taylor of Lufkin, Texas. The invention's unique design greatly simplifies the process of helping a physically disabled individual reach the necessary height to hunt effectively.

Those who have been compromised physically by either disability or age see their opportunities for participating in certain activities greatly diminished because of their conditions. One of the more popular outdoor sports and hobbies is hunting, and it serves as a fitting example of something that a handicapped individual has very limited chance to participate in. These types of limitations, especially for someone who enjoys the activity, can lead to considerable frustration and depression.

In an effort to address these types of issues through a product that enhances the ability for a disabled person to participate, the ***Easy Lift*** has been developed. The ***Easy Lift*** will be thoroughly safe to utilize. Additionally, the ***Easy Lift*** will be capable of reaching multiple heights for hunting purposes. It will also be more compact and easier to assemble than other products designed for similar intent. Furthermore, the ***Easy Lift*** will greatly enhance the experience of hunting and will help boost the spirits of the disabled by allowing them to participate in the activity.

Mr. Taylor now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the specialized hunting products industry are currently being targeted as candidates to eventually commercialize ***Easy Lift*** on a worldwide basis.

In May 2012, Mr. Taylor contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Easy Lift*** 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 Lift*** 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.