



Back Jack Invention In Search of Licensee

An innovative new product designed to effectively address chronic back pain, the ***Back Jack***, has been developed by Daniel Niznick of Carteret, New Jersey. The invention's unique design allows its users to find relief from constant back-related discomfort in a safe manner.

Back pain, tightness, or general discomfort can certainly be one of the most debilitating physical conditions that can afflict someone. When it presents in a fairly intense manner, it can significantly interfere with a multitude of basic and essential functions, such as standing and walking. However, even in cases where the degree of its intensity could be considered relatively mild, it still limits anyone who must spend a great deal of time on their feet from operating at full efficiency. Its constant presence also prompts those who suffer from it to attempt various potentially dangerous stretches in order to alleviate it.

With these types of problems in mind, the ***Back Jack*** has been developed. The ***Back Jack*** will be comfortable and unobtrusive to the user while they perform different tasks. It will also allow the spine to gently and safely stretch, in order to obtain relief from back pain. Additionally, the ***Back Jack*** will be competitively priced, adding to its appeal. Furthermore, it will eliminate the need for other potentially dangerous methods of attempting to find respite from back tightness and discomfort.

The inventor has also developed a prototype of the ***Back Jack*** that he has utilized with success.

Mr. Niznick now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical comfort products industry are currently being targeted as candidates to eventually commercialize ***Back Jack*** on a worldwide basis.

In May 2012, Mr. Niznick contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Back Jack*** 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 ***Back Jack*** 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.