



E-Z Seat Invention In Search of Licensee

An innovative new product designed to provide comfort at a moment's notice, the *E-Z Seat*, has been developed by Wayne Corbin of Wilmington, Delaware. The invention's unique design allows its users to have a convenient method of being able to travel to different locations without an inordinate exertion of energy.

For the elderly and physically limited, the restrictions that their conditions place on them with regards to being able to fully partake in and enjoy certain events is one of the most difficult things to deal with. The reality is that their inability to stand for extended periods makes it a practical impossibility for many in these circumstances to attend functions that are held outdoors or in other areas where there may not be readily available seating. While portable folding chairs and similar products can sometimes be an option, they can present space concerns and other hassles when transporting them.

With these types of problems in mind, the *E-Z Seat* has been developed. The *E-Z Seat* will be easily portable. It will also be fabricated from durable materials, making it a wise long-term investment. Additionally, the *E-Z Seat* will be suitable for a wide variety of events and will be competitively priced, adding to its appeal. Perhaps most importantly, it will allow the elderly or otherwise physically limited to be able to participate in a greater number of events and activities.

The inventor has also developed a prototype of the *E-Z Seat* that he has utilized with success.

Mr. Corbin now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal comfort products industry are currently being targeted as candidates to eventually commercialize *E-Z Seat* on a worldwide basis.

In June 2012, Mr. Corbin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *E-Z Seat* 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 *E-Z Seat* 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.