



Back Support Invention In Search of Licensee

An innovative new product designed to provide important physical support, the ***Back Support***, has been developed by Fred McNeil, Sr. of Waterbury, Connecticut. The invention's unique design provides vital back support for expectant mothers and for the overweight.

The back is truly the foundation from which many important aspects of one's physical well-being stem from. When one suffers from any type of ailment in this area, the result can be a truly crippling one that potentially affects the entire body in an adverse manner. With back health and wellness being so essential, any product that promises to address any potential problems in this area would therefore be looked at with great interest.

With this in mind, the ***Back Support*** has been developed. The ***Back Support*** will be made from comfortable and durable materials. It will be easily adjustable to different sized waistlines. The ***Back Support*** will also be competitively priced, adding to its appeal. Furthermore, it will help eliminate back discomfort and more serious potential problems.

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

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

In June 2012, Mr. McNeil contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Back Support*** 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 the ***Back Support*** 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.