



E-Z See Mailbox Invention In Search of Licensee

An innovative new product designed to provide an eye-catching yet functional component to standard household accessory, the *E-Z See Mailbox*, has been developed by Paul Kocik of Durand, Michigan. The invention's unique design greatly increases the chances of mail being delivered quickly and accurately.

Particularly in poorly lit areas, retrieving one's mail from its receptacle can become somewhat of an unexpected adventure. In rural areas for example, there have been cases where people have been hurt by insects lurking inside their mailbox that went unseen because of the dark conditions. Correspondence can often also be delivered to the wrong address under these circumstances.

With these types of difficulties in mind, the *E-Z See Mailbox* has been developed. The *E-Z See Mail Box's* proprietary features are easy and convenient to implement on virtually any existing mailbox. It will provide greater safety and security when checking one's mail. The *E-Z See Mailbox* also helps eliminate the frustration and hassle of lost or misplaced correspondence and it will be able to function through multiple means.

The inventor has also developed a working prototype of *the EZ-See Mailbox* that he has utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

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

In July 2012, Mr. Kocik contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *E-Z See Mailbox* 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 *E-Z See Mailbox* 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.

