



Instaback Repair Kit Invention In Search of Licensee

An innovative new product designed to provide its users with both a preventive and proactive solution to a common physical problem, the ***Instaback Repair Kit***, has been developed by Marco Johnson of Troy, Michigan. The invention's unique design provides its users with formidable and constant support for the back.

The back is such a vital cog in the overall health and condition of the body that any injury to it inevitably sets off an adverse domino effect that leaves the victim significantly affected. What can be particularly confounding about avoiding this type of situation is that a wide variety of different movements and physical tasks can inadvertently injure the back. Therefore, constant and evenly distributed support would appear to provide the best opportunity to keep the back injury-free, particularly for those with physically demanding jobs.

With this in mind, the ***Instaback Repair Kit*** has been developed. The ***Instaback Repair Kit*** is thoroughly comfortable and unobtrusive to use with one's normal wardrobe. Through its proprietary features, it will be instrumental in protecting effectively against future injuries. The ***Instaback Repair Kit*** also will be made from durable materials, making it a wise long-term investment. Furthermore, it will be considerably strong and highly flexible and will be equally effective in protecting against a multitude of different body pains in addition to back discomfort.

The inventor has also developed a working prototype of the ***Instaback Repair Kit*** that has been utilized with success. The invention is also in Patent Pending status with the United States Patent and Trademark Office.

Mr. Johnson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Instaback Repair Kit*** on a worldwide basis.

In July 2012, Mr. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Instaback Repair Kit*** 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 ***Instaback Repair Kit*** 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.

