



Quick Lift Invention In Search of Licensee

An innovative new product that addresses a common bathroom-related concern, the ***Quick Lift***, has been developed by Romeo Barrera, Mary Barrera, Nora Lara and Eduardo Lara of Harlingen, Texas. The invention's unique design provides its users with an effective and convenient method of lifting a toilet seat in sanitary fashion.

In the germ and bacteria-conscious world that we live in, a number of products have sprung up in recent years that are designed to eliminate potential opportunities for the inadvertent spread of pathogens through every day activities. However, one area where a great deal of potential problems still exist is the bathroom, where toilet seats remain a fertile breeding ground for bacteria that can subsequently be spread from person to person.

With this in mind, the ***Quick Lift*** has been developed. The ***Quick Lift*** eliminates the possibility of coming into direct contact with excrement or fecal residue. It provides peace of mind and protection with respect to contamination. The ***Quick Lift*** also will be exceedingly easy to operate and cost effectively priced, adding to its appeal.

The inventor has also developed a working prototype of the ***Quick Lift*** that they have utilized with success. The invention is also in Patent Pending status with the United States Patent and Trademark Office.

The Barreras and the Laras now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the bathroom products industry are currently being targeted as candidates to eventually commercialize the ***Quick Lift*** on a worldwide basis.

In July 2012, The Barreras and the Laras contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Quick Lift*** 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 ***Quick Lift*** 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.

