



Comfort Air Tent Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a commonly used outdoor product, the *Comfort Air Tent*, has been developed by Jason Fahl of Salt Lake City, Utah. The invention's unique design provides those who are camping with an enhanced level of comfort.

Although part of the appeal of "roughing it" outdoors is doing without some of the comforts associated with home, a line can usually be drawn when it comes to sleeping in extraordinarily uncomfortable fashion. Such is the case for many that utilize conventional tents, especially when adverse weather patterns are present. Therefore, any product that would promise to improve on the basic features of a conventional tent and in the process provide its users with greater comfort would likely be viewed with considerable interest.

With these concerns in mind, the *Comfort Air Tent* has been developed. The *Comfort Air Tent* protects against unpredictable outdoor environments and weather. Its proprietary features will provide additional conveniences not normally found in a tent. The *Comfort Air Tent* will also be made available in a wide variety of colors to suit individual tastes. Additionally, it will offer the benefit of saving both space and time when preparing for a camping trip and it will be fabricated from durable materials, making it a wise long-term investment.

The *Comfort Air Tent* is also now in Patent Pending status with the United States Patent and Trademark Office.

Mr. Fahl now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the outdoor products industry are currently being targeted as candidates to eventually commercialize the *Comfort Air Tent* on a worldwide basis.

In August 2012, Mr. Fahl contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Comfort Air Tent* 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 *Comfort Air Tent* 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.