



### ***EZ Turn Invention In Search of Licensee***

An innovative new product designed to simplify certain tasks for those with physical limitations, the ***EZ Turn***, has been developed by Elmer Bates of Clinton, Massachusetts. The invention's unique design insures that the turning of a key becomes a more comfortable and feasible proposition for those with limited strength.

For those with physical limitations, even what seem like the simplest tasks to a healthy individual can turn into a challenge. One such example is the turning of a key in a lock. Without the proper hand and finger strength, this can become a cumbersome and painful task for the individual. When one factors in other potential adverse conditions, such as a dimly lit doorway or frigid or rainy weather, the entire situation can be that much more unpleasant and frustrating.

With these and other shortcomings in mind, the ***EZ Turn*** has been developed. The ***EZ Turn*** will save time and effort and prevent the embarrassment of not being able to successfully open a door. It provides greater leverage than when just simply using one's hands. The ***EZ Turn's*** proprietary features will also offer additional safety advantages. Furthermore, it will be adaptable to working with virtually any style and size of key.

The inventor has also developed a working prototype of the ***EZ Turn*** that he has utilized with success. The invention is also now in Patent Pending status with the United States Patent and Trademark Office.

Mr. Bates now seek a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the key accessories industry are currently being targeted as candidates to eventually commercialize the ***EZ Turn*** on a worldwide basis.

In August 2012, Mr. Bates contracted product management services leader Innovation Direct™ to represent the ***EZ Turn*** 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 ***EZ Turn*** 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](mailto:MR@innovationdirectonline.com).

