



### *The Web Invention In Search of Licensee*

An innovative new product designed to greatly simplify a normally cumbersome lawn and garden task, **The Web**, has been developed by Kabaso Masanzi of Pittsburgh, Pennsylvania. The product's unique design enables its users to keep a lawn orderly in optimally efficient fashion.

Household chores, likely due to their somewhat ponderous nature, seem to lend themselves especially well to procrastination. Perhaps one of the most often "put off" tasks around the home is that of straightening out one's lawn and making sure it is free of leaves and debris. The reality is that this can be a time consuming and strenuous undertaking, particularly for those who may have physical limitations due to injury, handicap, or advanced age. Accordingly, any product that would serve to considerably simplify the job would likely be viewed with a substantial degree of interest.

To this end, **The Web** has been conceived. **The Web** will be easy to implement and begin using. The product saves its users considerable amounts of time and effort when collecting leaves and debris. Additionally, it will be made from recyclable materials, rendering it environmentally friendly. **The Web** will also be competitively priced among other lawn and garden products, adding to its appeal.

The inventor has developed a working prototype of **The Web** that has been utilized with success. **The Web** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Masanzi now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lawn and garden accessories industry are currently being targeted as candidates to eventually commercialize **The Web** on a worldwide basis.

In October 2012, Mr. Masanzi contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **The Web** 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 **The Web** 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).

