

# INNOVATION DIRECT™

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## *Launch Assist Invention In Search of Licensee*

An innovative new product designed to resolve a common problem for boaters, the **Launch Assist**, has been developed by Corie Allen of Magna, Utah. The product’s unique design will help prevent boats from being placed into the water without plugs.

Boating is typically associated with the freedom and pleasure of being out on the open water, engaging in fishing or simply relaxing and taking in beautiful weather. However, before all of the fun can be had and the boat ever hits the water, there are certainly a number of important maintenance tasks that must be tended to. One of the most basic yet essential is insuring that the plugs have been implemented to keep the craft from sinking. Although this would appear to be something that would be at the forefront of any boat owner’s mind, the reality is that it can often be forgotten, with rather serious consequences.

With this problem in mind, the **Launch Assist** has been conceived. The **Launch Assist** will provide its users with important reminder related to boating safety, that being to make sure the plugs are on the boat before inserting it in water. The product also helps to alert its owner when it is in the water and helps guide boat onto a trailer at night through clear visual cues, eliminating the chances for accidents and damage. Additionally, it will be simple to implement and begin using with any boat and competitively priced, adding to its appeal.

The **Launch Assist** is also in patent pending status with the United States Patent and Trademark Office.

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

In October 2012, Mr. Allen contracted product management services leader Innovation Direct™ to represent the **Launch Assist** 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 **Launch Assist** 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).