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ATV Logger Invention In Search of Licensee

An innovative new product designed to enhance the functionality and utility of a conventional all-terrain vehicle, the **ATV Logger**, has been developed by James Williams of North Adams, Massachusetts. The product's unique design provides its users with an effective and effortless way to transport logs.

The chopping and hauling of wood is certainly a cumbersome task that requires a substantial deal of physical exertion and effort on the part of those who partake in it. There is also a great deal of time typically involved, and normally, a large vehicle such as a pick-up truck is required to transport the lumber when it is ready to be hauled away. This can present a problem for those that do not have immediate access to this type of vehicle.

With this problem in mind, the **ATV Logger** has been conceived. The **ATV Logger** saves considerable time and effort for its users. It will be easy to implement and utilize with virtually any make and model of ATV. Additionally, it will be thoroughly safe to operate and will help reduce the chances of injury when moving logs.

The inventor of the **ATV Logger** has also developed a working prototype that he has utilized with success. Additionally, the **ATV Logger** is in patent pending status with the United States Patent and Trademark Office.

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

In October 2012, Mr. Williams contracted product management services leader Innovation Direct™ to represent the **ATV Logger** 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 **ATV Logger** 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.