



Micro Gym Invention In Search of Licensee

An innovative new product designed to serve as a highly effective tool for fitness enthusiasts, the ***Micro Gym***, has been developed by Miguel Javier of Waterbury, Connecticut. The invention's unique design provides its users with a piece of diverse exercise equipment that can be utilized in multiple settings.

In today's society, many have the seemingly contradictory goal of attempting to stay in shape while also leading a faster paced life than ever before. This often presents quite a challenge, especially for those fitness enthusiasts who wish to exercise even as they travel frequently for business or other purposes. While commercial or hotel gyms can sometimes serve a valuable purpose in this regard, their use is limited by whatever their operating hours might be. Considering these types of obstacles, a piece of workout equipment that can be set up and utilized at a moment's notice would certainly be of potential interest.

Along these lines, the ***Micro Gym*** has been developed. The ***Micro Gym's*** proprietary features allow its users to perform all needed core exercises. The product can be set up in a multitude of different locations with equal effectiveness. The ***Micro Gym*** also will be conveniently lightweight and will offer the option of being downsized even further. Additionally, it will be easily portable to virtually any location, thereby allowing the user to maintain an exercise routine anywhere they travel.

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

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

In August 2012, Mr. Javier contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Micro Gym*** 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 ***Micro Gym*** 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.