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Drive Master Invention In Search of Licensee

An innovative and effective new product designed to promote improvement in its users' golf games in a variety of ways, the ***Drive Master***, has been developed by Chance Crouch of Pharr, Texas. The invention's unique design allows its users to achieve greater power when attempting to drive a golf ball.

Golf is sometimes viewed more as a hobby than an athletic pursuit, primarily by those who have never taken the time to participate first-hand in it. The reality is that golf requires a number of the very same physical attributes that lead to success in other sports that are traditionally viewed as more demanding, such as football and baseball. For example, strength and power are definitely priceless assets to have at one's disposal when attempting to hit a golf ball with distance and velocity. Therefore, any product that can assist golfers of all levels in achieving this goal will likely be viewed with great interest.

To this end, the ***Drive Master*** has been conceived. The ***Drive Master*** will effectively strengthen the grip of its users and build strength for longer drives. The product helps to stretch the lower back and shoulder muscles. Additionally, the ***Drive Master*** will be conveniently portable and competitively priced, adding to its appeal. Furthermore, the inventor has developed a working prototype of the ***Drive Master*** that has been utilized with success.

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

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

In December 2012, Mr. Crouch contracted product management services leader Innovation Direct™ to represent the ***Drive Master*** 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 ***Drive Master*** 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.