

# INNOVATION DIRECT™

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## *Couch Gym Invention In Search of Licensee*

An innovative new product designed to provide an exciting and alternative method of exercising, the **Couch Gym**, has been developed by Michelle Wright of Newnan, Georgia. The invention's unique design enables its users to enjoy the benefits of strength training right from the comfort of their couch.

One of the most commonly cited excuses for a person not engaging in some type of exercise program is lack of time and resources to become a member of a commercial gym. The same reason often also applies to the purchasing of home fitness equipment, which can become quite costly, especially when multiple units are involved. In some instances these factors do indeed present legitimate obstacles, while in other cases they are utilized as “crutches” by those who lack the desire and motivation, and not the ability, to participate in some type of fitness program. Regardless of the legitimacy of the obstacles preventing someone from exercising, the end result is that the individual who forgoes regular physical activity eventually ends dealing with the negative consequences.

Along these lines, the **Couch Gym** has been conceived. The **Couch Gym** allows its users to engage in multiple strength building exercises. The product eliminates the need for costly equipment that will take up considerable space in a home. Additionally, it is fully adjustable to different sized couches and for different sized individuals. Furthermore, the **Couch Gym** will be competitively priced, adding to its appeal.

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

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

In February 2013, Mrs. Wright contracted product management services leader Innovation Direct™ to represent the **Couch 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 **Couch 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](mailto:MR@innovationdirectonline.com).