

# INNOVATION DIRECT™

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## *Gyro Pen Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem for those with certain physical limitations, the **Gyro Pen**, has been developed by Arthur A. Varela, Jr. of Easton, Maryland. The invention's unique design allows those with impairments that limit the use of their hands to still be able to write.

For those who have been afflicted with any malady that takes away at least a portion of their basic motor skills, everyday tasks that they previously never gave a second thought to can become challenging. One such example is the act of writing with a conventional ball point pen, which can become a fruitless endeavor to those whose hands and fingers no longer function as they once did. These types of frustrations can lead to negative emotions of a varying degree, as well as a general feeling of incompetence.

To this end, the **Gyro Pen** has been conceived. The **Gyro Pen** provides a priceless degree of independence and functionality for its users. The product is similar in size and weight to conventional ball point pens, rendering it highly comfortable to use. Additionally, the **Gyro Pen** represents a much more cost effective alternative when compared to similar products for the same purpose. Furthermore, it will be powered by an easily rechargeable battery, adding to the convenience it provides.

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

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

In December 2012, Mr. Varela contracted product management services leader Innovation Direct™ to represent the **Gyro Pen** 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 **Gyro Pen** 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).