

INNOVATION DIRECT™

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E-Z Door Opener Invention In Search of Licensee

An innovative new product designed to serve a vital purpose in entering into one's home safely, the ***E-Z Door Opener***, has been developed by Mary Schneider of Centerville, Tennessee. The invention's unique design enables its users to effortlessly gain entry into their home without delay.

In life, it often seems as if there is never a shortage of delays or obstacles when one is in a hurry to get somewhere or get something accomplished. It also is common for things to become increasingly difficult to accomplish when one's hands are full. One area where both of these adages hold true is when one is attempting to successfully unlock a door, which can become considerably challenging under certain circumstances.

With these problems in mind, the ***E-Z Door Opener*** has been conceived. The ***E-Z Door Opener*** can be instrumental in preventing potential crimes, such as muggings and assaults. The product provides priceless peace of mind and comfort to its users, particularly those who live alone. Additionally, the ***E-Z Door Opener*** will be easily and conveniently transportable and will save time and eliminate frustration for its users.

The ***E-Z Door Opener*** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Schneider now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal security accessories industry are currently being targeted as candidates to eventually commercialize the ***E-Z Door Opener*** on a worldwide basis.

In January 2013, Mrs. Schneider contracted product management services leader Innovation Direct™ to represent the ***E-Z Door Opener*** 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 ***E-Z Door Opener*** 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.