

INNOVATION DIRECT™

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E-Z Port Table Invention In Search of Licensee

An innovative new product designed to bring diverse functionality to a commonly utilized item, the ***E-Z Port Table***, has been developed by Casey Cook of Burlington, Washington. The invention's unique design provides its users with a table that can be implemented in multiple settings.

For those who love the great outdoors, the concept of “roughing it” without some of the conveniences of home seems to hold a certain amount of appeal. However, it is undeniable that there are times where even the most ardent supporters of this philosophy find themselves wishing they had access to an item that would make their lives easier when away from home.

With this in mind, the ***E-Z Port Table*** has been conceived. The ***E-Z Port Table*** will be easily and conveniently portable to any location. The product is lightweight yet very durable, adding to its appeal and value. Additionally, enables its users to enjoy the convenience and added space provided by a table virtually anywhere. The ***E-Z Port Table*** also will be competitively priced, making it a wise long-term investment.

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

Mr. Cook now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the portable furniture products industry are currently being targeted as candidates to eventually commercialize the ***E-Z Port Table*** on a worldwide basis.

In February 2013, Mr. Cook contracted product management services leader Innovation Direct™ to represent the ***E-Z Port Table*** 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 Port Table*** 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.