

INNOVATION DIRECT™

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Binocular Wear Invention In Search of Licensee

An innovative new product designed to conveniently enhance one's vision, the ***Binocular Wear***, has been developed by Johnnie Johnson-Stewart of Los Angeles, California. The invention's unique design provides its users with a streamlined and effective version of a commonly used eyewear product.

Binoculars have long been a key element in the enhancement of many an outdoor activity or event. For example, every sports fan who has attended a live event and could only afford or secure one of the “cheap seats” can attest to the incredible benefit provided by a powerful pair of binoculars in helping them to make the best out of their distant view. However, as convenient and useful as they are, binoculars can also be somewhat bulky and cumbersome to transport, sometimes leading to them being accidentally dropped and damaged.

With this in mind, the ***Binocular Wear*** has been conceived. The ***Binocular Wear*** is easily and conveniently portable to any location. The product is lightweight yet very durable, adding to its appeal and value. Additionally, it enables its users to enjoy the advantages of the visibility provided by binoculars without the extra bulk and cost of a conventional version of the product. The ***Binocular Wear*** also will be competitively priced, making it a wise long-term investment. Furthermore, it lends itself well to multiple design and color options.

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

Mrs. Johnson-Stewart now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the eyewear products industry are currently being targeted as candidates to eventually commercialize the ***Binocular Wear*** on a worldwide basis.

In March 2013, Mrs. Johnson-Stewart contracted product management services leader Innovation Direct™ to represent the ***Binocular Wear*** 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 ***Binocular Wear*** 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.