

# INNOVATION DIRECT™

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## *Handy Handle Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem for pall bearers when transporting caskets, the **Handy Handle**, has been developed by Charles Lunt of Cedar City, Utah. The invention's unique design considerably reduces the degree of strain and discomfort currently associated with moving a casket from one location to another.

The act of transporting a casket and preparing it to be lowered into the ground for burial is a task that certainly carries a great deal of symbolism. At the same time, it also possesses a very tangible physical component that involves a considerable amount of strain and effort on the part of the pallbearers. Current methods of carrying a casket require the individuals engaging in the task to put their bodies in some uncomfortable and unnatural positions that can potentially result in injury or at the very least in a certain degree of discomfort.

In an effort to address this problem, the **Handy Handle** has been conceived. The **Handy Handle** allows those carrying caskets to stride forward with their shoulders and hips square and without having to rotate any part of their body towards the casket itself. The product will be lightweight and comfortable to handle. Additionally, through its proprietary features, the **Handy Handle** will help prevent injuries and physical discomfort stemming from carrying caskets in a conventional manner. Furthermore, it will be fabricated from strong and sturdy material, adding to its value.

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

Mr. Lunt now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the funeral home accessories industry are currently being targeted as candidates to eventually commercialize the **Handy Handle** on a worldwide basis.

In January 2013, Mr. Lunt contracted product management services leader Innovation Direct™ to represent the **Handy Handle** 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 **Handy Handle** 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).