

# INNOVATION DIRECT™

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## *Mike’s Super Work Bench Invention In Search of Licensee*

An innovative and considerably useful new product targeted at tradesmen and do-it-yourself enthusiasts everywhere, the *Mike’s Super Work Bench*, has been developed by Charles O’Donnell of Easton, Maryland. The invention's unique design provides its users with a number of highly functional features, including extra storage space in multiple areas.

Manual labor tasks by nature typically require a variety of tools and accessories and ample workspace to complete. As professionals and do-it-yourselfers alike can attest, this can sometimes become a challenging proposition, particularly when shops and garages become increasingly cluttered with other materials. Therefore, any item that can offer an effective solution to these issues while providing the consumer with a durable product capable of withstanding the rigors of the work performed on it will likely be viewed with great interest.

To this end, the *Mike’s Super Work Bench* has been developed. The *Mike’s Super Work Bench* can be built with relative ease by the average person. The product will be made from formidable materials, making it a wise investment. Additionally, the *Mike’s Super Work Bench* will be highly amenable to modifications after initial construction. Furthermore, the *Mike’s Super Work Bench* can be made in a variety of lengths to suit individual needs and tastes and will help instill a sense of pride in those who construct their own.

The inventor has developed multiple prototypes that have been utilized with success over the years. The *Mike’s Super Work Bench* is also currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the *Mike’s Super Work Bench* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the construction and home improvement accessories are currently being targeted as candidates to eventually commercialize the *Mike’s Super Work Bench* on a worldwide basis.

In June 2013, Mr. O’Donnell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Mike’s Super Work Bench* 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 World of Concrete 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 *Mike’s Super Work Bench* 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).