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Stand Up Invention In Search of Licensee

An innovative new product targeted at hunters worldwide, the *Stand Up*, has been developed by Ronald Swift of Happy Valley, Oregon. The invention’s unique design provides its users with an effective target base when out in the field hunting prey.

Hunting, much like fishing, is one of those outdoor activities where any tactical or strategic advantage is particularly desirable and always highly sought. For example, hunters are always receptive to any product that offers the potential for greater success when tracking down prey. One of the keys to a successful hunting expedition can be the stability of the foundation that they utilize when preparing to stake out a certain area. Therefore, a product that offers the promise of providing this advantage, along with numerous others, will likely be viewed with considerable interest by avid outdoorsmen.

With this in mind, the *Stand Up* has been conceived. The *Stand Up’s* provide hunters with a formidable and dependable foundation. Additionally, it will be easy to set up and conveniently portable. Furthermore, the *Stand Up* will help eliminate tree damage out in woods and will offer the added benefit of additional storage space for targets and bullets. It will also be competitively priced, adding to its appeal.

The inventor of the *Stand Up* has developed a prototype that has been utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

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

In June 2013, Mr. Swift contracted product management services leader Innovation Direct™ to represent *Stand Up* 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 *Stand Up* 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.