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Back Pack Assembly Invention In Search of Licensee

An innovative and functional new twist on a widely used personal accessory, the **Back Pack Assembly**, has been developed by Jorge Valdes of Hialeah, Florida. The invention's unique design enables it to provide its users with all of the utility of a conventional backpack and added useful benefits.

The **Back Pack Assembly** will insure that its users will be comfortable wearing it in any type of weather. The product provides thorough protection from the elements at all times. Additionally, the **Back Pack Assembly** will be made available in a variety of styles, sizes, and colors to suit individual needs and tastes. Furthermore, it will easily lend itself for effective use in a variety of settings, including at school and during a number of different outdoor activities. The **Back Pack Assembly** will also be competitively priced, adding to its appeal.

The inventor of the **Back Pack Assembly** has developed a working prototype of the invention that has been utilized with success. The invention is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Valdes now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the backpack products industry are currently being targeted as candidates to eventually commercialize the **Back Pack Assembly** on a worldwide basis.

In October 2013, Mr. Valdes contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Back Pack Assembly** 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 **Back Pack Assembly** 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.