

INNOVATION DIRECT™

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ALOFT Invention In Search of Licensee

An innovative new product designed to provide users with a valuable convenience when outdoors, the **ALOFT**, has been developed by William Scott Lishman of Texarkana, Arkansas. The invention's unique design enables its users to access a variety of scents at a moment's notice.

The **ALOFT** offers its users valuable mobility and allows its users to change applications without spills or contaminations. It will be made from durable materials, adding to its appeal. Additionally, the **ALOFT** will work equally well with any scent on the market, including attractants, repellants, perfumes, or colognes. Furthermore, the **ALOFT** will be competitively priced, adding to its appeal.

The **ALOFT** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the **ALOFT** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the sporting goods products industry are currently being targeted as candidates to eventually commercialize the **ALOFT** on a worldwide basis.

In June 2013, Mr. Lishman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **ALOFT** 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 **ALOFT** 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.