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Assistant Coach Invention In Search of Licensee

An innovative new product targeted at basketball players of various levels of experience, the *Assistant Coach*, has been developed by inventor Annie Gleaton of Jonesboro, Georgia. The invention's unique design provides its users with a highly effective and detailed mechanism through which to receive constructive and informative feedback on various aspects of their basketball jump shots.

The *Assistant Coach* leverages today's technology to provide its users with specific instruction on the amount of force needed and the correct grip and release to use when executing a basketball jump shot. The product is suited for effective use by players of all ages. Additionally, the *Assistant Coach's* proprietary features enable it to serve as a considerably valuable teaching tool for basketball coaches. It will also provide the opportunity for significant improvement in performance for its users, thereby enhancing their enjoyment of the sport.

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

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

In July 2013, Mrs. Gleaton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Assistant Coach* 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 *Assistant Coach* 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.

