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Brake Plus Invention In Search of Licensee

An innovative new product designed to provide its users with a highly functional new tool when working outdoors, the **Brake Plus**, has been developed by Jerome Lindsey of Newark, New Jersey. The invention's unique design enables it to serve as a considerably versatile and essential product.

The **Brake Plus** makes any outdoor job easier and more convenient. The product will save significant amounts of time on a variety of lawn and garden-related tasks. Additionally, the **Brake Plus** effectively combines three widely used tools into one, thereby saving both space and money for its users. Furthermore, the **Brake Plus** will be competitively priced, adding to its appeal.

The inventor of the **Brake Plus** has developed a prototype that has been utilized with success. The **Brake Plus** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Lindsey now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lawn and garden products are currently being targeted as candidates to eventually commercialize the **Brake Plus** on a worldwide basis.

In September 2013, Mr. Lindsey contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Brake Plus** 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 **Brake Plus** 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.