

INNOVATION DIRECT™

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Bully Strap Invention In Search of Licensee

An innovative new product designed to serve as an effective training aid for strength trainers, the ***Bully Strap***, has been developed by John Murphy of Clinton Corners, New York. The invention's unique design enables its users to enjoy an optimal grip when hoisting heavy weights.

One of the principal driving forces behind the building and sustaining of larger and stronger muscles is the use of progressively heavier weights over time. Naturally, as an individual's strength and subsequent ability to handle more substantial poundage increases, the physical demand and challenge becomes greater as well. Therefore, any product that holds the potential to provide a person training with weights a more comfortable grip and handle on dumbbells and barbells will likely be viewed with great interest.

With this in mind, the ***Bully Strap*** has been developed. The ***Bully Strap*** provides an important element of safety when weight training by fortifying the user's grip. The product will help prevent the forming of callouses and welts on the hands stemming from lifting heavy weight. Additionally, through its proprietary features, the ***Bully Strap*** will promote greater strength gains in the gym by enabling its users to handle progressively heavier weights without discomfort. It will also be competitively priced, adding to its appeal.

The ***Bully Strap*** is currently in Patent Pending status within the United States Patent and Trademark Office.

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

In July 2013, Mr. Murphy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bully Strap*** 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 ***Bully Strap*** 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.