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Camping Hammock Invention In Search of Licensee

An innovative new product designed to provide a widely used outdoor product with a useful twist, the ***Camping Hammock***, has been developed by Michael Fagan of Adrian, Michigan. The invention's unique design provides its users with a tent that offers unparalleled convenience.

The ***Camping Hammock's*** proprietary features enable its users to enjoy quality rest and sleep when camping. The product will provide its users with superior comfort when outdoors. Additionally, the ***Camping Hammock*** will be made from quality and durable materials, making it a wise investment. It also eliminates the problem of utilizing air mattresses that lose air or eventually flatten completely and will be competitively priced, adding to its appeal.

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

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

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