

INNOVATION DIRECT™

“Our Success is Patented™”

Cane Carrier Invention In Search of Licensee

An innovative new product designed to provide important and much needed assistance to those who utilize walkers, the *Cane Carrier*, has been developed by Jerry Ingallinera of East Hartford, Connecticut. The invention's unique design enables its users to effortlessly transport a cane when they are getting around with the assistance of a walker.

The *Cane Carrier* helps insure the safety of the user by allowing them to have their cane with them at all times. Additionally, the *Cane Carrier* will be thoroughly safe and unobtrusive. Furthermore, the *Cane Carrier* will be made from durable materials and competitively priced, making it a wise investment and adding to its appeal.

The inventor of the *Cane Carrier* has developed a working prototype that he has utilized with success. The *Cane Carrier* is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Ingallinera now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical aids industry are currently being targeted as candidates to eventually commercialize *Cane Carrier* on a worldwide basis.

In August 2013, Mr. Ingallinera contracted product management services leader Innovation Direct™ to represent the *Cane Carrier* 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about *Cane Carrier* 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.