

INNOVATION DIRECT™

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D.I.Y. Workstation Invention In Search of Licensee

An innovative new product designed to provide those who work on their own vehicles with unprecedented convenience, the ***D.I.Y. Workstation***, has been developed by Michael Molinaro of Lauderhill, Florida. The invention's unique design enables its users to perform a wide range of automotive maintenance tasks themselves.

The ***D.I.Y. Workstation*** provides ample space to accommodate a number of automotive repair components. The product will save its users the hassle of attempting to work on their vehicles in their front yards or personal garages. Additionally, the ***D.I.Y. Workstation*** saves its users money by eliminating the need for them to go to mechanic shops for tasks they can perform themselves. Furthermore, it will be made available at a cost-effective hourly rate.

The ***D.I.Y. Workstation*** is currently in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2013, Mr. Molinaro contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***D.I.Y. Workstation*** 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 ***D.I.Y. Workstation*** 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.