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Elevated Pushup System Invention In Search of Licensee

An innovative new product designed to greatly enhance one of the most commonly practiced bodyweight resistance exercises, the ***Elevated Pushup System***, has been developed by Jackie Williams of Ladson, South Carolina. The invention's unique design provides its users with an effective method of building considerable upper body strength without the use of heavy weight.

The ***Elevated Pushup System***'s proprietary features and design enable it to specifically target a number of muscles throughout the upper body in addition to the chest. Additionally, the product helps break through the strength and endurance plateaus that are inherent in conventional push-ups. The ***Elevated Pushup System*** also enables the user to perform push-ups from a number of different angles, thereby promoting greater and more efficient muscle growth and strengthening. Furthermore, it will be made from durable and non-slip material and will be competitively priced, adding to its appeal.

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

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

In August 2013, Mrs. Williams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Elevated Pushup System*** 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 ***Elevated Pushup System*** 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.