

INNOVATION DIRECT™

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Foster’s Back Pillow Invention In Search of Licensee

An innovative new product designed to make sitting for long periods much easier on the back, the ***Foster’s Back Pillow***, has been developed by Daniel Foster of Cocoa, Florida. The invention's unique design enables its users to enjoy adequate support and comfort when sitting.

The ***Foster’s Back Pillow*** will attach comfortably to the user’s body. The product eliminates the need to readjust its position when standing. Additionally, the ***Foster’s Back Pillow*** can play an important role in preventing back discomfort and long-term back problems. Furthermore, the ***Foster’s Back Pillow*** will be compact and easy to store when not in use. It will also be competitively priced, adding to its appeal.

The ***Foster’s Back Pillow*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Foster now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal comfort accessories are currently being targeted as candidates to eventually commercialize the ***Foster’s Back Pillow*** on a worldwide basis.

In September 2013, Mr. Foster contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Foster’s Back Pillow*** 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 ***Foster’s Back Pillow*** 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.