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### *Martone Back Warmer Invention In Search of Licensee*

An innovative new product designed to provide its users with an accessory that will provide both warmth and comfort, the ***Martone Back Warmer***, has been developed by Ralph Martone of Saugus, Massachusetts. The invention's unique design enables it to be used in conjunction with virtually any choice of apparel.

The ***Martone Back Warmer***'s proprietary features enable its users to be free of the discomfort of the cold on their back and shoulders. The product will be made from comfortable fabrics or fur. Additionally, the ***Martone Back Warmer*** provides extra storage space for small personal items. Furthermore, it will be designed in a creative and stylish manner that allows it to be used with both casual and formal wardrobes. The ***Martone Back Warmer*** will also be competitively priced, adding to its appeal.

The inventor of the ***Martone Back Warmer*** has also developed a prototype that has been utilized with success.

Mr. Martone 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 industry are currently being targeted as candidates to eventually commercialize the ***Martone Back Warmer*** on a worldwide basis.

In September 2013, Mr. Martone contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Martone Back Warmer*** 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 ***Martone Back Warmer*** 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](mailto:MR@innovationdirectonline.com).