

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Push-Up Pack Invention In Search of Licensee*

An innovative new product designed to serve as a highly effective strength and muscle-building accessory, the ***Push-Up Pack***, has been developed by Robert Rogers of Gardena, California. The invention’s unique design enables it to provide a more intense and diverse alternative to a conventional push-up exercise.

The ***Push-Up Pack*** will enable muscle growth in shorter periods of time. The product, through its proprietary features, will serve to make workouts shorter and more efficient. Additionally, the ***Push-Up Pack’s*** versatility will allow it to be used equally effectively for other bodyweight resistance exercises such as dips, pull-ups, and sit-ups. It will also be fabricated from durable materials, making it a wise long-term investment. Furthermore, the ***Push-Up Pack*** will be competitively priced, adding to its appeal.

The inventor of the ***Push-Up Pack*** has developed a working prototype that he has utilized with considerable success.

Mr. Rogers now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fitness products industry are currently being targeted as candidates to eventually commercialize the ***Push-Up Pack*** on a worldwide basis.

In August 2013, Mr. Rogers contracted product management services leader Innovation Direct™ to represent the ***Push-Up Pack*** 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 the ***Push-Up Pack*** 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).