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### *Reclinerciser Invention In Search of Licensee*

An innovative and versatile new product designed to expand the functionality of a standard recliner, the **Reclinerciser**, has been developed by Terry Coleman of Coram, New York. The invention’s unique design provides its users with an efficient method of exercising while sitting and watching television in their homes.

The **Reclinerciser** will provide a number of residual health benefits by greatly facilitating the possibility of exercise for virtually anyone, regardless of their present physical condition. Additionally, the **Reclinerciser** will be easily portable, allowing it to be used in areas beyond the home, such as a hospital or rehabilitation facility. Furthermore, the product lends itself to a variety of resistance exercises for both the upper and lower bodies. The **Reclinerciser** will also be comfortable and safe to utilize and will be competitively priced, adding to its appeal.

The **Reclinerciser** is also in the subject of a virtual reality prototype presentation, which is available for review under the appropriate terms and conditions of confidentiality.

Mr. Coleman now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the home fitness accessories industry are currently being targeted as candidates to eventually commercialize **Reclinerciser** on a worldwide basis.

In September 2013, Mr. Coleman contracted product management services leader Innovation Direct™ to represent the **Reclinerciser** 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 **Reclinerciser** 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).