

INNOVATION DIRECT™

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Silent Walk Invention In Search of Licensee

An innovative new product designed to provide hunters with an important advantage when out in the woods, the *Silent Walk*, has been developed by inventor Marvin Junior of Monticello, Arkansas. The invention's unique design enables its users to be able to approach potential prey in stealth fashion.

The *Silent Walk* will be made in a variety of sizes to suit a wide range of consumers. The product will increase the likelihood of greater levels of success when hunting. Additionally, the *Silent Walk* will be thoroughly comfortable and unobtrusive to wear. It will also be competitively priced, adding to its appeal.

The *Silent Walk* is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the *Silent Walk* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the hunting accessories industry are currently being targeted as candidates to eventually commercialize the *Silent Walk* on a worldwide basis.

In July 2013, Mr. Junior contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Silent Walk* 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 *Silent Walk* 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.