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Sport Sled Invention In Search of Licensee

An innovative new product designed to address a common need for those transporting items to outdoor settings, the ***Sport Sled***, has been developed by Gerard M. Doran, Jr. of Ocala, Florida. The invention’s unique design enables its users to easily store and carry multiple products and accessories to outings such as camping trips, beach outings, and picnics.

The ***Sport Sled*** will be lightweight, compact, and durable. Additionally, the ***Sport Sled*** will save its users significant amounts of time and energy by eliminating the need to take repeated trips back to a vehicle to retrieve needed items. The product will feature a streamlined design, making it much less cumbersome to attempt to traverse uneven and difficult terrains with than when utilizing other similar products. Furthermore, the ***Sport Sled*** will be competitively priced, adding to its appeal.

The inventor of the ***Sport Sled*** has also developed working prototypes and manufactured units that he has utilized and sold with success. The ***Sport Sled*** is also the subject of **Utility Patent # 6,543,800 B1** within the United States Patent and Trademark Office.

Mr. Doran now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the outdoor products industry are currently being targeted as candidates to eventually commercialize ***Sport Sled*** on a worldwide basis.

In September 2013, Mr. Doran contracted product management services leader Innovation Direct™ to represent the ***Sport Sled*** 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 ***Sport Sled*** 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.