

INNOVATION DIRECT™

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Strong Arm Invention In Search of Licensee

An innovative and functional new fitness product designed to effectively exercise and strengthen an often neglected body part, the **Strong Arm**, has been developed by Philip Rodrigues of New Bedford, Massachusetts. The invention's unique design provides its users with the opportunity to fortify their forearms and grip.

The **Strong Arm** will be sufficiently diverse and adaptable to be work equally well with gym or home weights. Through its proprietary features, the **Strong Arm** will successfully isolates the forearms in a manner that is unmatched by any other piece of fitness equipment available. Furthermore, the **Strong Arm** will be made from durable steel and rope.

The inventor of the **Strong Arm** has also developed a working prototype that has been utilized with success. The **Strong Arm** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2013, Mr. Rodrigues contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Strong Arm** 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 **Strong Arm** 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.