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Ultimate Comfort Lounger Invention In Search of Licensee

An innovative new product designed to provide its users with a highly functional accessory, the ***Ultimate Comfort Lounger***, has been developed by Thelma Kay Kiser of Kingsport, Tennessee. The invention’s unique design offers consumers a desirable addition to their array of household or outdoor furniture.

The ***Ultimate Comfort Lounger*** provides a degree of added comfort to any chair, recliner, or lounge. The product’s leg support component provides effective blockage from drafts, enabling its users to stay warm. Additionally, the ***Ultimate Comfort Lounger*** offers the additional utility of being used as a camp bed with a self-pillow. It will also be competitively priced, adding to its appeal.

The ***Ultimate Comfort Lounger*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Kiser now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household and outdoor seating accessories industry are currently being targeted as candidates to eventually commercialize the ***Ultimate Comfort Lounger*** on a worldwide basis.

In July 2013, Mrs. Kiser contracted product management services leader Innovation Direct™ to represent the ***Ultimate Comfort Lounger*** 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 ***Ultimate Comfort Lounger*** 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.