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### ***Tape Measurer Multi-Tool Invention In Search of Licensee***

An innovative new product designed to provide its users with a diverse and multi-functional tool, the ***Tape Measurer Multi-Tool***, has been developed by Robert Kocenko of Ormond Beach, Florida. The invention's unique design provides both laymen and professional tradesmen with the convenience of having some of their most often used tools in one convenient location.

The ***Tape Measurer Multi-Tool*** will save its users the considerable time and hassle involved in keeping track of multiple items. The product will also represent a considerable savings of money as compared to purchasing individual tool products. Additionally, the ***Tape Measurer Multi-Tool*** will be made from durable and reliable molded plastic or metal, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The ***Tape Measurer Multi-Tool*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Tape Measurer Multi-Tool*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the tool products industry are currently being targeted as candidates to eventually commercialize the ***Tape Measurer Multi-Tool*** on a worldwide basis.

In November 2013, Mr. Kocenko contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tape Measurer Multi-Tool*** 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 ***Tape Measurer Multi-Tool*** 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).