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Lizzi Suitcase Scale Invention In Search of Licensee

An innovative new product designed to effectively address a common travel problem, the *Lizzi Suitcase Scale*, has been developed by Greg Lizzi of Odenton, Maryland. The invention's unique design enables its users to confirm their baggage weight prior to baggage check-in to ensure that it is within the weight limit of the airline.

The *Lizzi Suitcase Scale*'s proprietary features render it extremely convenient and easy to use for any traveler. Additionally, the *Lizzi Suitcase Scale* will save travelers time, hassle and money by avoiding overweight baggage surprises at the airport. The product will also be made from durable material and will offer all of the customary functionality and convenience of a conventional suitcase, making it a wise long-term investment. Furthermore, the *Lizzi Suitcase Scale* will be competitively priced, adding to its overall appeal.

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

In September 2013, Mr. Lizzi contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Lizzi Suitcase Scale* 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 *Lizzi Suitcase Scale* 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.