

# INNOVATION DIRECT™

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## *Quick Floor Invention In Search of Licensee*

An innovative new product designed to provide an effective and functional temporary flooring option, the **Quick Floor**, has been developed by David G. Bergtold of Mokena, Illinois. The invention's unique design allows its users to conveniently and efficiently implement flooring in a variety of settings.

The **Quick Floor** enables more efficient use of space by enabling a room without its own flooring to become a viable workspace or storage area. The product's proprietary features allow it to fit into more compact spaces where bigger materials cannot be brought in. Additionally, the **Quick Floor** will be easy to fold up and transport away after use. Furthermore, it will be competitively priced, adding to its appeal.

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

Mr. Bergtold now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the flooring and home improvement products industries are currently being targeted as candidates to eventually commercialize the **Quick Floor** on a worldwide basis.

In November 2013, Mr. Bergtold contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Quick Floor** 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 **Quick Floor** 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).