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Under-Go Invention In Search of Licensee

An innovative new product that serves multiple purposes related to furniture in a home, the ***Under-Go***, has been developed by Matthew Jones of Orlando, Florida. The invention's unique design enables it to effectively address a common problem related to the moving of furniture pieces.

The ***Under-Go*** provides thorough protection for floors from scratches and other damages caused by the moving of furniture pieces. The product's proprietary features also enable it to shield human appendages from injury when coming into contact with furniture. Additionally, the ***Under-Go*** will save its users potentially substantial amounts of money stemming from damage to floors. Furthermore, it will be easy to implement. The ***Under-Go*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Under-Go*** has developed prototypes that have been utilized with success. The ***Under-Go*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Jones now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the furniture accessories industry are currently being targeted as candidates to eventually commercialize the ***Under-Go*** on a worldwide basis.

In March 2014, Mr. Jones contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Under-Go*** 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 ***Under-Go*** 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.