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Tush Cush Invention In Search of Licensee

An innovative new product designed to effectively address a common hazard related to certain physical activities, the ***Tush Cush***, has been developed by Noble Graves of Houston, Texas. The invention's unique design allows its users to have adequate protection for their tailbone when engaging in a variety of sports that involve the potential for falling.

The ***Tush Cush*** will prevent potentially debilitating injury. The product will be comfortable to wear and completely unobtrusive to the user's performance in the activity. Additionally, the ***Tush Cush*** provides substantial peace of mind, which can in turn lead to better performance. Furthermore, it will be fabricated from flexible and durable materials, making it a wise investment. Moreover, it will be competitively priced, adding to its appeal.

The inventor of the ***Tush Cush*** has developed a prototype that has been utilized with success. The ***Tush Cush*** is also the subject of **Design Patent 464,521 S** within the United States Patent and Trademark Office.

Mr. Graves now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the sporting goods products industry are currently being targeted as candidates to eventually commercialize the ***Tush Cush*** on a worldwide basis.

In December 2013, Mr. Graves contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tush Cush*** 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 ***Tush Cush*** 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.