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### *Master Pliers Invention In Search of Licensee*

An innovative new product designed to serve as an invaluable hand tool, the **Master Pliers**, has been developed by Jose Olavarria of Reading, Pennsylvania. The invention's unique design provides its users with unprecedented versatility.

The **Master Pliers** allows its users to be prepared for virtually any smaller scale manual labor tasks. The product saves considerable time normally spent on having to search for or retrieve multiple tools for different jobs. The **Master Pliers** represents significant savings over purchasing an entire tool set. Furthermore, it saves storage space. Moreover, it will be competitively priced and made from durable yet comfortable materials, adding to its appeal and making it a wise investment.

The **Master Pliers** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Olavarria now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the hand tools industry are currently being targeted as candidates to eventually commercialize the **Master Pliers** on a worldwide basis.

In April 2014, Mr. Olavarria contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Master Pliers** 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 **Master Pliers** 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).