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### *Max Blaster Invention In Search of Licensee*

An innovative new product that puts a fun twist on a widely used water toy, the **Max Blaster**, has been developed by Mechee Johnson of Gainesville, Georgia. The invention's unique design enables its users to enjoy a water gun toy that is a significantly enhanced model of a conventional version of the same product.

The **Max Blaster's** proprietary features insure that its users do not have to worry about constantly refilling it with water to keep playing with it. The product insures hours of uninterrupted fun for its users. Additionally, the **Max Blaster** is thoroughly safe for all ages to utilize. Furthermore, it enhances the overall fun that can be experienced when playing at a pool or beach. Moreover, the **Max Blaster** will be made from durable materials and competitively priced, adding to its appeal and making it a wise investment.

Mrs. Johnson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the water toys products industry are currently being targeted as candidates to eventually commercialize the **Max Blaster** on a worldwide basis.

In April 2014, Mrs. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Max Blaster** 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 **Max Blaster** 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).