

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Chair-O-Matic Invention In Search of Licensee*

An innovative new product designed to provide its users with both functionality and convenience when outdoors, the ***Chair-O-Matic***, has been developed by Sylvain Louisjean of Lauderhill, Florida. The invention's unique design enables it to serve as both a comfortable seating accessory and a storage location for various items.

The ***Chair-O-Matic*** is lightweight and easily portable to virtually any location. The product saves the time and hassle of having to make multiple return trips to the car when in an outdoor location, such as the beach. Additionally, the ***Chair-O-Matic's*** proprietary features allow it to provide considerable protection from the sun. Furthermore, it allows for all necessary items to be conveniently within arm's reach at all times. The ***Chair-O-Matic*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Chair-O-Matic*** is the subject of **Design Patent # D571,111 S** within the United States Patent and Trademark Office.

Mr. Louisjean now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the portable seating products industry are currently being targeted as candidates to eventually commercialize the ***Chair-O-Matic*** on a worldwide basis.

In March 2014, Mr. Louisjean contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Chair-O-Matic*** 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 ***Chair-O-Matic*** 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).