

INNOVATION DIRECT™

“Our Success is Patented™”

HADS Invention In Search of Licensee

A simple yet innovative new product designed to effectively address a common problem related to the opening and closing of doors, the **HADS**, has been developed by Henry Davidson of Chester, Virginia. The invention's unique design enables it to protect the areas surrounding a door from damage and wear and tear over time.

The **HADS**'s proprietary features allow it to prevent scuffing and similar damage to the base boards behind a door. Additionally, it protects the quality and integrity of the trim of a door frame. Furthermore, the **HADS** saves its users money by eliminating the need to re-paint or replace base boards and trim. It is also competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **HADS** has also developed a working prototype that has been utilized with success. The **HADS** is also the subject of **Design Patent D611,804** within the United States Patent and Trademark Office.

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

In April 2014, Mr. Davidson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **HADS** 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 **HADS** 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.