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Back Yard Buddy Invention In Search of Licensee

A simple yet innovative new product designed to serve as an essential physical aid when working outdoors, the **Back Yard Buddy**, has been developed by John Labbett of Camarillo, California. The invention's unique design provides its users with considerable protection and comfort when carrying out low level lawn and garden-related tasks that can otherwise be strenuous and potentially harmful and painful for the low back.

The **Back Yard Buddy** allows those with existing lower back ailments to easily and more efficiently perform activities in a garden than involve bending and kneeling. The product will also help prevent the onset of lower back problems in healthy individuals. Additionally, the **Back Yard Buddy's** proprietary features insure that a person has both hands free when utilizing it- thereby making the task quicker and more efficient. Furthermore, the versatility that is enabled with the addition of optional castors renders it equally effective when used with indoor and most hard surface low level tasks such as laying floors, floor tiling, and floor painting. Moreover, due to the benefits it provides, the **Back Yard Buddy** allows those who would potentially have to permanently refrain from gardening to continue to do so. The **Back Yard Buddy** will also offer the additional benefits of being compact, lightweight, and easily folding for convenient storage when not in use. It will be competitively priced as well, adding to its appeal.

The **Back Yard Buddy** is currently in Patent Pending status within the United States Patent and Trademark Office.

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

In April 2014, Mr. Labbett contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Back Yard Buddy** 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 **Back Yard Buddy** 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.