

INNOVATION DIRECT™

“Our Success is Patented™”

Custom Eyes With Lenz Extenz Invention In Search of Licensee

An innovative and attention getting twist on a commonly used piece of eyewear, the ***Custom Eyes With Lenz Extenz***, has been developed by Michael J. Masciotti and Lisa Hartman of Reading, Pennsylvania. The invention's unique design provides its users with a stylish yet functional version of standard contact lenses.

The ***Custom Eyes With Lenz Extenz*** will be made available in a wide variety of styles and designs to suit individual tastes. The product also enhances the overall appearance of the person wearing them. Additionally, the ***Custom Eyes With Lenz Extenz*** will offer the customary functionality of conventional versions of the product. Furthermore, it will be competitively priced, adding to its appeal.

The ***Custom Eyes With Lenz Extenz*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Masciotti and Mrs. Hartman now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the eyewear products industry are currently being targeted as candidates to eventually commercialize the ***Custom Eyes With Lenz Extenz*** on a worldwide basis.

In December 2013, Mr. Masciotti and Mrs. Hartman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Custom Eyes With Lenz Extenz*** 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 ***Custom Eyes With Lenz Extenz*** 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.