



“Our Success is Patented™”

The Python Invention In Search of Licensee

An innovative new product designed to provide its users with enhanced levels of fitness, the **Python**, has been developed by David Burney of Tallahassee, Florida. The invention's unique design enables it to provide superior overall conditioning for athletic and general, everyday activities.

The **Python** will be comfortable to handle and work with and made available in a variety of poundage increments. It will stimulate muscles at a level not achievable with conventional weights. Additionally, the **Python** will make athletes stronger and faster through its proprietary features. Furthermore, it will be competitively priced, adding to its appeal.

The inventor of the **Python** has developed a working prototype that has been utilized with success. The **Python** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the **Python** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fitness products industry are currently being targeted as candidates to eventually commercialize the **Python** on a worldwide basis.

In November 2013, Mr. Burney contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Python** 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 **Python** 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.