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EZ Flow Invention In Search of Licensee

An innovative new product designed to make a kitchen much more efficient and tidy, the ***EZ Flow***, has been developed by Richard Siker of Bentonville, Arkansas. The invention's unique design provides its users with an effective and easy method of accessing various liquids used in food preparation and cooking.

The ***EZ Flow*** helps its users conserve substantial counter space. The product saves its users considerable time in the kitchen. Additionally, it is easy to operate. Furthermore, the ***EZ Flow*** will be competitively priced, adding to its appeal.

The ***EZ Flow*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In February 2014, Mr. Siker contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***EZ Flow*** 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 ***EZ Flow*** 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.