

# INNOVATION DIRECT™

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## *Spot Link Invention In Search of Licensee*

An innovative new product that provides a vital benefit to home gym users or those who work out alone, the ***Spot Link***, has been developed by Charles Aiona of Honolulu, Hawaii. The invention's unique design utilizes the force of gravity to provide its users with an adequate spot when training while still allowing for full repetitions that culminate in temporary muscular failure.

The ***Spot Link*** eliminates the hassle of having to have another person present for spotting when training. The product protects its users from potentially catastrophic injury when training with heavy poundage. Additionally, it provides its users with thorough peace of mind when working out alone and training heavy. Furthermore, the ***Spot Link*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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

In February 2014, Mr. Aiona contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Spot Link*** 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 ***Spot Link*** 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](mailto:MR@innovationdirectonline.com).