

INNOVATION DIRECT™

“Our Success is Patented™”

Jasson Ratchet Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to the use of certain hand tools, the ***Jasson Ratchet***, has been developed by Jasson E. Leatham of Anchorage, Alaska. The invention's unique design enables it to solve the problem of attempting to work with a cold and particularly stiff socket wrench.

The ***Jasson Ratchet*** allows those working on vehicles to enjoy access to a warm tool that will also help to keep their hands at a comfortable temperature when working. The product eliminates a great deal of the stress and exertion inherent in trying to pry bolts loose with a wrench that is especially hardened by frigid temperatures. Additionally, the ***Jasson Ratchet*** allows its users to avoid having to use torches near a vehicle's gasoline tank. Furthermore, the ***Jasson Ratchet*** saves considerable time for its users when working in a cold environment. Moreover, it will be very competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Leatham now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive repair tools industry are currently being targeted as candidates to eventually commercialize the ***Jasson Ratchet*** on a worldwide basis.

In March 2014, Mr. Leatham contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Jasson Ratchet*** 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 ***Jasson Ratchet*** 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.