

INNOVATION DIRECT™

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No Weigh Scale Invention In Search of Licensee

An innovative new product that provides a functional new twist on a widely used health and fitness accessory, the *No Weigh Scale*, has been developed by Leanne McCracken of Moore, Oklahoma. The invention's unique design provides its users with a fully functioning scale that provides much more detailed and useful information than a conventional version of the same product.

The *No Weigh Scale* reports detailed information that can greatly assist in helping its users hone in how effective weight loss measures they are taking might be. The product is designed to help its users focus on the progress they are making towards their weight loss goals. Additionally, the *No Weigh Scale* eliminates potentially embarrassing scenarios of others seeing one's weight when utilizing a scale in a public setting. Furthermore, it is exceedingly easy to operate. Moreover, the *No Weigh Scale* will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The *No Weigh Scale* is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. McCracken now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the health and fitness accessories industry are currently being targeted as candidates to eventually commercialize the *No Weigh Scale* on a worldwide basis.

In March 2014, Mrs. McCracken contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *No Weigh Scale* 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 *No Weigh Scale* 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.