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MJD Marker Invention In Search of Licensee

An innovative new product designed to effectively improve a fundamental aspect of football, the **MJD Marker**, has been developed by Martin T. Rodriguez of Lehigh Acres, Florida. The invention's unique design provides football coaches, players, and fans with unprecedented visibility as to the exact location of a first down.

The **MJD Marker** leverages modern technology to significantly upgrade an existing system that relies on chains to help mark distance. The product completely removes ambiguity with respect to the exact location of a first down. Additionally, the **MJD Marker** allows coaches to make better informed, faster, and more efficient decisions regarding down and distance. Furthermore, it is thoroughly comfortable and unobtrusive to the field of play or to sideline activity. Moreover, the **MJD Marker** can be used equally effectively at all levels of football. The **MJD Marker** is competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment for Pop Warner, high school, college, and professional leagues.

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

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

In May 2014, Mr. Rodriguez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **MJD Marker** 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 **MJD Marker** 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.