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Extreme Swimming Device Invention In Search of Licensee

An innovative new product designed to serve as a valuable instructional accessory for a highly beneficial physical activity, the ***Extreme Swimming Device***, has been developed by John P. Dreyling of South Saint Paul, Minnesota. The invention's unique design enables its users to significantly increase their swimming acumen.

The ***Extreme Swimming Device***'s proprietary features help increase a user's strength, speed, and stamina in the water. The product is comfortable and unobtrusive to utilize. Additionally, the ***Extreme Swimming Device*** can be instrumental in preventing injuries and even drownings by significantly improving its users' swimming ability. Furthermore, it promotes better overall health by encouraging the practice of swimming. Moreover, the ***Extreme Swimming Device*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mr. Dreyling now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the instructional swimming accessories industry are currently being targeted as candidates to eventually commercialize the ***Extreme Swimming Device*** on a worldwide basis.

In May 2014, Mr. Dreyling contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Extreme Swimming Device*** 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 ***Extreme Swimming Device*** 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.