

# INNOVATION DIRECT™

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## *Beam Swing Invention In Search of Licensee*

An innovative new product designed to serve as a highly useful accessory for various popular outdoor play products, the **Beam Swing**, has been developed by Brian Keyes of Columbus, Nebraska. The invention's unique design allows it to serve as a considerably secure base from which to hang swings.

The **Beam Swing** is completely maintenance free once installed. The product saves considerable time by eliminating the need for the ongoing treatment and care required by conventional swing sets. Additionally, the **Beam Swing** is thoroughly safe and secure for its users. Furthermore, the **Beam Swing** is fully adaptable for size and personalized decoration. Moreover, it is competitively priced, particularly when compared to traditional wooden swing sets. It is also made from highly durable and sturdy materials, adding to its appeal and making it a wise long-term investment.

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

The inventor of the **Beam Swing** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the playground and patio products industry are currently being targeted as candidates to eventually commercialize the **Beam Swing** on a worldwide basis.

In April 2014, Mr. Keyes contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Beam Swing** 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 **Beam Swing** 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).