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The Lif Tray Invention In Search of Licensee

A simple yet innovative new product designed to address a common problem related to the storage of tools, the **Lif Tray**, has been developed by Jason Hohenstein of Greer, South Carolina. The invention's unique design insures its users that their tools are always easily within reach when on a scissor lift.

The **Lif Tray** keeps the floor of the lift free of any tools, which can potentially cause a serious accident. The product clips easily and quickly onto lift. Additionally, the **Lif Tray** preserves tools and materials and protects them from loss or damage, saving money over time. Furthermore, it eliminates the need for dangerous attempts at retrieving tools from the floor of a lift. Moreover, the **Lif Tray** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Lif Tray** is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In May 2014, Mr. Hohenstein contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the **Lif Tray** 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 **Lif Tray** 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.