

# INNOVATION DIRECT

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## *The Red Seat Invention In Search of Licensee*

An innovative new product that provides an unprecedented experience when enjoying a favorite pastime of many, the **Red Seat**, has been developed by Jose Duque of Miami, Florida. The invention's unique design allows its users widespread and legal access to first-run movies within the comfort of their home.

The **Red Seat** saves the considerable time and expense involved in going to a movie theater. The product provides the convenience and comfort of enjoying a new movie in one's own home. Additionally, the **Red Seat** provides the user control over whom and how many people watch the movie. Furthermore, it leverages modern technology to provide a pleasant experience for its users. Moreover, the **Red Seat** will be competitively priced when compared to the costs of going to a movie theater, considerably adding to its appeal.

The **Red Seat** is currently in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2014, Mr. Duque contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Red Seat** 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 **Red Seat** 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).