

INNOVATION DIRECT™

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V-Max Invention In Search of Licensee

An innovative new product designed to serve as a highly functional and useful accessory for conventional eyewear, the **V-Max**, has been developed by Johnny Simon of Orlando, Florida. The invention's unique design enables its users to enjoy significantly enhanced peripheral vision when wearing glasses.

The **V-Max** will be made available with the option to either permanently or temporarily mount them to a user's existing eyewear product. Additionally, it will be of particular value to those suffering from glaucoma and other similar problems that can considerably reduce peripheral vision. The **V-Max** can potentially prevent serious injuries and even save lives in situations where having reduced vision could be particularly dangerous. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **V-Max** has developed a working prototype that has been utilized with success. The **V-Max** is also the subject of **Utility Patents 7,862,166 B1** and **7,748,841 B1** with the United States Patent and Trademark Office.

Mr. Simon now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the eyewear products industry are currently being targeted as candidates to eventually commercialize the **V-Max** on a worldwide basis.

In February 2014, Mr. Simon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **V-Max** 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 **V-Max** 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.