

INNOVATION DIRECT™

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Soft Landing Torus Invention In Search of Licensee

An innovative new product designed to serve as a life-saving industrial safety device, the ***Soft Landing Torus***, has been developed by Michael S. Bouchette of Georgetown, South Carolina. The invention's unique design helps insure that utility workers have unprecedented protection in the event of a fall from an elevated location.

The ***Soft Landing Torus*** will be instrumental in preventing catastrophic injuries and death. The product saves businesses considerable amounts of money by significantly reducing the chances of workmen's compensation claims and lawsuits stemming from injuries and casualties on the job. Additionally, the ***Soft Landing Torus*** prevents the loss of income and overall heartache that comes from losing a loved one to a work-related accident. Furthermore, it is easy and straightforward to install and begin using. Moreover, the ***Soft Landing Torus*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment. It also increases overall productivity on the job by providing peace of mind with respect to safety concerns and by keeping employees injury-free.

The ***Soft Landing Torus*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Bouchette now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the industrial safety products industry are currently being targeted as candidates to eventually commercialize the ***Soft Landing Torus*** on a worldwide basis.

In May 2014, Mr. Bouchette contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Soft Landing Torus*** 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 ***Soft Landing Torus*** 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.