



The Brozovic Handle Invention In Search of Licensee

An innovative new product designed to effectively address a common problem when painting, the **Brozovic Handle**, has been developed by Mark Brozovic of Westland, Michigan. The invention's unique design provides its users with a secure and dependable handle for a paint pole or stick.

The **Brozovic Handle** offers an easy point of insertion. The product saves its users the time and frustration involved in constantly having to re-tighten the connection of the paint pole to the handle. Additionally, the **Brozovic Handle** greatly reduces the possibility of having paint handles break. Furthermore, it is simple and comfortable to implement and utilize. Moreover, the **Brozovic Handle** will be made available in varying lengths. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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

In July 2014, Mr. Brozovic contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Brozovic Handle** 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 **Brozovic Handle** 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.