

# INNOVATION DIRECT

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## *The Bodycrete Workout Shirt Invention In Search of Licensee*

An innovative and functional new piece of fitness apparel, the ***Bodycrete Workout Shirt***, has been developed by Jubari Baker and Mark Thomas of Jacksonville, Florida. The invention's unique design enables it to effectively address a common problem encountered when working out.

The ***Bodycrete Workout Shirt*** insures that electronic devices are comfortably secured during exercise, thereby providing its users with peace of mind. Additionally, the ***Bodycrete Workout Shirt*** eliminates the hassle and frustration of dealing with tangled earpiece cords while exercising. Furthermore, it enables its users to enjoy hands-free functionality throughout a workout. Moreover, the ***Bodycrete Workout Shirt*** helps to increase the efficacy of workouts overall and will be made available in a variety of colors and fabrics to suit individual tastes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The co-inventors of the ***Bodycrete Workout Shirt*** have developed a working prototype that has been utilized with success. The ***Bodycrete Workout Shirt*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Baker and Mr. Thomas now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the fitness apparel products industry are currently being targeted as candidates to eventually commercialize the ***Bodycrete Workout Shirt*** on a worldwide basis.

In July 2014, Mr. Baker and Mr. Thomas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bodycrete Workout Shirt*** 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 ***Bodycrete Workout Shirt*** 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).