

INNOVATION DIRECT™

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Ratchet Invention In Search of Licensee

An innovative new product designed to represent a significant improvement on a widely used and needed tool the **Ratchet**, has been developed by Freddie Sepulveda of Tempe, Arizona. The invention's unique design enables its users to enjoy a more efficient and higher quality ratchet wrench.

The **Ratchet's** proprietary features will allow it to tighten nuts or bolts twice as fast as a conventional version. The product will save considerable time for its users. Additionally, the **Ratchet** will be easy and comfortable to use will be equally effective in a wide variety of manual labor tasks. Furthermore, the **Ratchet** will also be competitively priced and made from durable and reliable steel, adding to its appeal and making it a wise long-term investment.

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

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

In March 2014, Mr. Sepulveda contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Ratchet** 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 **Ratchet** 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.