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Lab Tote Invention In Search of Licensee

An innovative new product designed to serve as a widely diverse hazardous material transport accessory, the **Lab Tote**, has been developed by Edward Kie of Santa Maria, California. The invention's unique design provides its users with an effective and fully secure method of transporting a variety of hazardous materials in organized fashion.

The **Lab Tote's** proprietary features allow for quick and fully accurate identification of type of materials being transported within it. The product offers a provision for additional control of hazardous material should one of the containers being transported become compromised. Additionally, the **Lab Tote** features thoroughly secure test tube and micro centrifuge holders. Furthermore, it is designed to allow for convenient placement within a Department of Transportation # 3 transport canister for over-the-road transport. Moreover, the **Lab Tote** is competitively priced and made from extremely durable plastics, adding to its appeal and making it a wise investment.

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

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

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