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Kits N Canes Invention In Search of Licensee

An innovative and eye catching twist on a widely used physical aid, the ***Kits N Canes***, has been developed by Elaine C. Bereza of Long Beach, California. The invention's unique design enables canes to be visually appealing and less bland than customary.

The ***Kits N Canes***' proprietary features allow its users to implement a wide variety of styles and designs on a standard cane. The product facilitates a rich bonding opportunity for families by allowing younger generations to prepare and customize an accessory for their grandparents. Additionally, the ***Kits N Canes*** allows for cane users to enjoy the use of an aesthetically pleasing accessory, reducing the stigma of having to rely on a cane for support. Furthermore, it retains all of the functionality of a conventional cane. Moreover, the ***Kits N Canes*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mrs. Bereza now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the cane products industry are currently being targeted as candidates to eventually commercialize the ***Kits N Canes*** on a worldwide basis.

In May 2014, Mrs. Bereza contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kits N Canes*** 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 ***Kits N Canes*** 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.