

INNOVATION DIRECT

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The Sutton Spasm Relief Invention In Search of Licensee

More than 65% of adults over the age of 35 suffer from some form of back pain of either spinal column or muscular origin. This pain is often treated with muscle relaxants, massage, heat, hydrotherapy, chiropractic adjustment or orthopedic care. The ***Sutton Spasm Relief***, has been developed by Dr. Michael H. Sutton, of Bloomfield, NJ, a back pain sufferer for over 30 years and an avid golfer and skier. The unique design and use of materials of this device, allows the individual to keep the muscles warm, relaxed and flexing for unlimited periods of wear without an external heating source or surface chemicals.

The ***Sutton Spasm Relief*** helps significantly reduce the chance of back spasms and pain while allowing the wearer to be physically active or just relaxing. Additionally, the ***Sutton Spasm Relief*** through the combined therapy of compression fit and unlimited periods of warmth, allows the users to participate in ANY sport with minimal discomfort. Furthermore, it is conveniently sleeveless, rendering it thoroughly unobtrusive beneath conventional garments for all sports or general use activities. Moreover, the ***Sutton Spasm Relief*** is fully waterproof and washable. It will also be competitively priced and made from durable and comfortable materials adding to its appeal.

The inventor of the ***Sutton Spasm Relief*** has developed a working prototype that has been utilized with success. The ***Sutton Spasm Relief*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Dr. Sutton now seeks a third party licensee to manufacture, market, and distribute the ***Sutton Spasm Relief*** for him under a royalty agreement. Potential licensees in the sports, exercise and non-prescription medical device industries are currently being targeted as candidates to eventually commercialize the ***Sutton Spasm Relief*** to back pain sufferers on a worldwide basis

In August 2014, Dr. Sutton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Sutton Spasm Relief*** 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 ***Sutton Spasm Relief*** 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.