



Athlete's Vision Invention In Search of Licensee

An innovative and eye-catching new twist on a widely used piece of sports apparel, the *Athlete's Vision*, has been developed by Lue Overby and Thomas F. Shaw of Seattle, Washington. The invention's unique appearance provides those who wear athletic jerseys with a highly personalized version of the product.

The *Athlete's Vision's* patented design includes the image of a player's face on the jersey in addition to their name and team name. The product provides fans with a fun and entertaining method of supporting and displaying their allegiance to their favorite players. Additionally, the *Athlete's Vision* adds a fun new dimension to Little League sports. Furthermore, it will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the *Athlete's Vision* has developed a prototype that has been utilized with success. The *Athlete's Vision* is also the subject of **Design Patent D521,712 S** within the United States Patent and Trademark Office.

Mr. Overby and Mr. Shaw now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the sports apparel products industry are currently being targeted as candidates to eventually commercialize the *Athlete's Vision* on a worldwide basis.

In August 2014, Mr. Overby and Mr. Shaw contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Athlete's Vision* 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 *Athlete's Vision* 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.