

# INNOVATION DIRECT™

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## *Mag Zip Invention In Search of Licensee*

An innovative new product designed to provide greatly improve the efficiency of loading certain firearms, the **Mag Zip**, has been developed by Jerry Williams of Palmdale, California. The invention's unique design enables its users to repeatedly load a 30 round magazine every 30 seconds.

The **Mag Zip** will significantly reduce down time at a shooting range. The product reloads ammunition with unparalleled speed. Additionally, the **Mag Zip** will be easy and straightforward to utilize, with no moving parts. Furthermore, the **Mag Zip** will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The inventor of the **Mag Zip** has developed a working prototype that has been utilized with success. The **Mag Zip** is also the subject of **Utility Patent # 8,915,007 B1** within the United States Patent and Trademark Office.

Mr. Williams now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the firearms accessories industry are currently being targeted as candidates to eventually commercialize the **Mag Zip** on a worldwide basis.

In February 2014, Mr. Williams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Mag Zip** 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 **Mag Zip** 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](mailto:MR@innovationdirectonline.com).