

INNOVATION DIRECT

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The Universal Lats Invention In Search of Licensee

An innovative and highly effective new piece of home fitness equipment, the ***Universal Lats***, has been developed by Woodley Saint Juste of Tampa, Florida. The invention's unique design enables its users to thoroughly and vigorously work the multiple muscle groups and areas of the upper body simultaneously.

The ***Universal Lats***' proprietary features allow for targeting of the core of the body while working the entire upper torso. The product will promote significant gains in tone, strength, and overall better health in its users. Additionally, the ***Universal Lats*** is comfortable and safe to utilize and features a slip-resistant base for additional ease of use. Furthermore, the ***Universal Lats*** saves considerable workout time by stimulating multiple muscle groups at the same time. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***Universal Lats*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Saint Juste now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fitness products industry are currently being targeted as candidates to eventually commercialize the ***Universal Lats*** on a worldwide basis.

In June 2014, Mr. Saint Juste contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Universal Lats*** 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 ***Universal Lats*** 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.