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### *Outrider Air Invention In Search of Licensee*

An innovative new product designed to provide fresh air virtually on demand, the ***Outrider Air***, has been developed by Gary Owen of Kent, Washington. The invention's unique design allows it to be used for a variety of purposes, including in emergencies.

The ***Outrider Air*** conveniently freshens the surrounding air of the immediate environment it is deployed in. The product is simple to operate for any user. Additionally, the ***Outrider Air*** can potentially serve as a life saving device in a catastrophic situation where quality of air is compromised, such as a fire. Furthermore, it is easily and conveniently portable to any location. Moreover, the ***Outrider Air*** will be made available in a variety of sizes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Outrider Air*** is in Patent Pending status within the United States Patent and Trademark Office.

Mr. Owen now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the air freshener products industry are currently being targeted as candidates to eventually commercialize the ***Outrider Air*** on a worldwide basis.

In May 2014, Mr. Owen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Outrider Air*** 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 ***Outrider Air*** 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).