



### *The Cricket Invention In Search of Licensee*

An innovative new fitness product designed to serve as a significant improvement over existing items developed for similar purposes, the **Cricket**, has been developed by William J. Sans of Miami, Florida. The invention's unique design enables it to greatly enhance the exercise-related benefits provided by a conventional bicycle.

The **Cricket** encourages daily exercise, which in turn brings about a host of residual health benefits. Additionally, the **Cricket** offers its users a thorough and intensive workout while out in pleasant outdoor surroundings. Furthermore, the **Cricket** is thoroughly safe to utilize and designed to place minimal stress on the joints. Moreover, a smaller version of the product can potentially be designed for safe operation by children of a certain age. It will also be easily and conveniently foldable when not in use, rendering it ideally portable to any outdoor location. The **Cricket** offers the additional benefits of being competitively priced and being fabricated from durable materials, adding to its appeal.

The **Cricket** has had a professional prototype developed that has been utilized with success. The **Cricket** is also the subject of Utility Patent # 8,579,769 B2 within the United States Patent and Trademark Office.

Mr. Sans 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 **Cricket** on a worldwide basis.

In November 2014, Mr. Sans contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Cricket** 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 **Cricket** 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).