



### *The Screw Starter Invention In Search of Licensee*

An innovative new product designed to effectively address a common home improvement and construction-related problem, the **Screw Starter**, has been developed by John Jordan of Jesup, Georgia. The invention's unique design enables it to greatly simplify the task of starting screws in difficult surfaces, such as hard wood or metal.

The **Screw Starter** can be easily added to either electric or battery-powered drills. The product's proprietary features insure that screws are only driven to their desired depth. Additionally, the **Screw Starter** eliminates the need to apply extreme pressure when attempting to start a screw in particularly difficult surfaces. Furthermore, the **Screw Starter** it can be instrumental in preventing serious injuries. Moreover, it saves considerable time and effort on a variety of home improvement and construction tasks. It will also be competitively priced and made from durable materials, adding to its appeal.

The **Screw Starter** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Jordan now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the home improvement and construction accessories industry are currently being targeted as candidates to eventually commercialize the **Screw Starter** on a worldwide basis.

In January 2015, Mr. Jordan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Screw Starter** 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 **Screw Starter** 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).