

INNOVATION DIRECT

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The Upsides Invention In Search of Licensee

An innovative and versatile new household accessory, the *Upsides*, has been developed by Steve Carlisle of LaCrosse, Wisconsin. The invention's unique design allows it to serve as a versatile and highly functional piece of furniture in any home.

The *Upsides*'s proprietary features enable it to serve as a comfortable sitting spot or footrest, a sturdy table surface, and as a convenient storage area. The product helps to promote much greater organization within the home. Additionally, the *Upsides* offers a secure area for important items while still keeping them within easy reach. Furthermore, the *Upsides* is easy to maneuver to whatever desired location the user wishes. It will also be competitively priced and made from durable materials, adding to its appeal.

The inventor of the *Upsides* has developed a working prototype that has been utilized with success. The *Upsides* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In December 2014, Mr. Carlisle contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Upsides* 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 *Upsides* 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.