



The Strike Zone Invention In Search of Licensee

An innovative new product designed to serve a vitally important function in baseball, the **Strike Zone**, has been developed by George Hubbard of Dolton, Illinois. The invention's unique design provides baseball umpires with a highly dependable way of insuring accuracy when calling pitches at home plate.

The **Strike Zone**'s proprietary features allow its users to receive immediate feedback on pitch location as it pertains to home plate, thereby making it much easier to make correct calls. The product will play an important role in the significant reduction of disputes about whether a pitch should be called strike or ball, increasing the integrity of the game. Additionally, the **Strike Zone** is thoroughly comfortable and unobtrusive to wear during a game. Furthermore, the **Strike Zone** leverages modern technology to insure accuracy and provide clear and timely information to the wearer. Moreover, it will be competitively priced and made from durable materials, adding to its appeal.

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

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

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