



The Burton E-Z Toolbox Invention In Search of Licensee

An innovative and functional improvement on a widely used hardware accessory, the **Burton E-Z Toolbox**, has been developed by Marcie Burton of Brandon, Mississippi. The invention's unique design provides its users with a tool box offers unprecedented functionality and ease of use.

The **Burton E-Z Toolbox** can be implemented into a truck bed quickly, efficiently, and without the use of any tools. The product eliminates the need to drill holes in a truck bed for installation. Additionally, the **Burton E-Z Toolbox** is designed to rest conspicuously inside a truck bed, thereby staying out of the sight of potential thieves. Furthermore, the **Burton E-Z Toolbox** conforms to the shape of the truck bed, thereby conserving space. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The **Burton E-Z Toolbox** is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In May 2014, Mr. Burton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Burton E-Z Toolbox** 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 **Burton E-Z Toolbox** 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.