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Collins E-Z Carry Invention In Search of Licensee

A simple yet useful new product targeted at the countless number of cell phone users worldwide, the ***Collins E-Z Carry***, has been developed by Michelle Collins of Thomasville, Georgia. The invention's unique design enables its users to have unobstructed access to their devices, as well as other valuables or personal items, even when not directly on their person.

The ***Collins E-Z Carry*** is exceedingly easy to utilize. The product's proprietary features enable it to provide access to all necessary cell phone functions when engaging in a variety of activities, all while keeping both hands free. Additionally, the ***Collins E-Z Carry*** is conveniently lightweight and portable to any location. Furthermore, the ***Collins E-Z Carry*** helps to keep valuables safe and within reach and sight at all times. Moreover, it significantly reduces the chances of dropping and damaging an expensive cell phone. The product will also be competitively priced and will be made from durable materials, adding to its appeal.

The inventor of the ***Collins E-Z Carry*** is in the process of developing a working prototype. The ***Collins E-Z Carry*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Collins now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the consumer electronics accessories industry are currently being targeted as candidates to eventually commercialize the ***Collins E-Z Carry*** on a worldwide basis.

In August 2014, Mrs. Collins contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Collins E-Z Carry*** 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 ***Collins E-Z Carry*** 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.