



The Adjust-A-John Invention In Search of Licensee

An innovative new product designed to bring unprecedented and valuable functionality to a standard bathroom product, the ***Adjust-A-John***, has been developed by W.L. “Dan” Daniels of Orangeburg, South Carolina. The invention’s unique design enables it to make a standard toilet fully height-adjustable.

The ***Adjust-A-John*** makes the act of using a toilet a much more comfortable experience for its users. The product provides an important safety measure for those with physical restrictions and limited mobility by eliminating any overexertion that may result from attempting to sit on or stand up from a toilet. Additionally, the ***Adjust-A-John*** promotes an important measure of independence for those with physical handicap. Furthermore, the ***Adjust-A-John*** is a self-contained unit that is recessed directly into the bathroom floor and is relatively easy to install. Moreover, the product will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Adjust-A-John*** has developed a working prototype that shows the concept with success. The ***Adjust-A-John*** is also the subject of **Utility Patent # 8,196,233 B1** within the United States Patent and Trademark Office.

Mr. Daniels now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement or an outright sale of the patent. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize the ***Adjust-A-John*** on a worldwide basis.

In November 2014, Mr. Daniels contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Adjust-A-John*** 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 ***Adjust-A-John*** 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.