



The Moving Strap Invention In Search of Licensee

An innovative new product designed to greatly simplify a normally cumbersome moving-related task, the ***Moving Strap***, has been developed by inventor Thomas LaSalla of Selden, New York. The invention's unique design provides its users with an efficient method of moving retail displays.

The ***Moving Strap*** saves its users significant amounts of time and effort. The product's proprietary features enable it to prevent potentially costly damage. Additionally, the ***Moving Strap*** is made available in a wide range of sizes to accommodate differently sized displays. Furthermore, the ***Moving Strap*** will be competitively priced and made from durable and reinforced nylon materials, adding to its appeal.

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

Mr. LaSalla now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the moving and material handling accessories industries are currently being targeted as candidates to eventually commercialize the ***Moving Strap*** on a worldwide basis.

In February 2015, Mr. LaSalla contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Moving Strap*** 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 ***Moving Strap*** 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.