



The Smith Cane Invention In Search of Licensee

An innovative and highly valuable new twist on an existing physical aid product, the ***Smith Cane***, has been developed by inventor Eric Smith of Boston, Massachusetts. The invention's unique design enables it to provide its users with a vitally important safety measure.

The ***Smith Cane***'s proprietary features insure that those who utilize it are guaranteed sufficient visibility when traversing poorly lit settings. The product will be instrumental in preventing potentially serious injuries. Additionally, the ***Smith Cane*** is conveniently collapsible, making it easy to store when not in use. Furthermore, the product is exceedingly user-friendly. Moreover, the ***Smith Cane*** will be competitively priced and made from durable titanium, fiberglass, and aluminum materials, adding to its appeal.

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

Mr. Smith now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical aids products industry are currently being targeted as candidates to eventually commercialize the ***Smith Cane*** on a worldwide basis.

In March 2015, Mr. Smith contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Smith Cane*** 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 ***Smith Cane*** 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.