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Power Lawn Rake Invention In Search of Licensee

An innovative and valuable improvement on a widely used lawn and garden tool, the **Power Lawn Rake**, has been developed by Richard Robinson of North Pole, Alaska. The invention's unique design enables it to serve multiple purposes when maintaining the appearance of a lawn.

The **Power Lawn Rake's** proprietary features allow it to rake and dethatch a lawn with equal efficacy. Additionally, the **Power Lawn Rake** boasts components that make its movement and steering particularly easy. Furthermore, it saves its users a great deal of time and physical effort when maintaining their lawns. Moreover, the **Power Lawn Rake** greatly simplifies the task of keeping up a lawn's appearance. It will also be competitively priced and made from durable steel, adding to its appeal.

The inventor of the **Power Lawn Rake** has developed a working prototype that he has utilized with success. The **Power Lawn Rake** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Robinson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lawn and garden products industry are currently being targeted as candidates to eventually commercialize the **Power Lawn Rake** on a worldwide basis.

In September 2014, Mr. Robinson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Power Lawn Rake** 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 **Power Lawn Rake** 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.