

# INNOVATION DIRECT

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## *Magna Boat Invention In Search of Licensee*

An innovative and highly functional enhancement on a widely popular water sports craft, the **Magna Boat**, has been developed by inventor Mikel Slaman of Spring Hill, Florida. The invention's unique design offers its users unprecedented ease and convenience when kayaking.

The **Magna Boat's** proprietary features eliminate the need for physical labor or a fuel-powered engine for operation. The product will be produced in a wide variety of colors to suit individual tastes. Additionally, the **Magna Boat** will be comparable in size and appearance to conventional kayaks. Furthermore, it opens up the kayaking experience to virtually anyone, particularly those with physical limitations. Moreover, the **Magna Boat** will also be competitively priced and made from durable molded plastic, adding to its appeal.

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

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

In July 2015, Mr. Slaman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Magna Boat** 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 **Magna Boat** 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](mailto:MR@innovationdirectonline.com).