



### ***EZ-Scan Invention In Search of Licensee***

An innovative new product designed to fulfill an important retail shopping function, the ***EZ-Scan***, has been developed by inventor Jason Craig of Denver, Colorado. The invention's unique design helps consumers insure they are financially responsible and prudent when out shopping.

The ***EZ-Scan***'s proprietary features enable a shopper to have an accurate measure of how much they are spending while on a shopping trip. The product is capable of performing additional functions that facilitate proper budgeting while in a store. Additionally, the ***EZ-Scan*** is fully waterproof and also capable of displaying advertisements through the leveraging of cutting edge technology. Furthermore, it is straightforward and easy for any consumer to utilize and helps prevent the highly awkward scenario of not having enough money at check-out time. Moreover, the ***EZ-Scan*** will be competitively priced and made from durable materials, adding to its appeal.

The ***EZ-Scan*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Craig now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the retail shopping accessories industry are currently being targeted as candidates to eventually commercialize the ***EZ-Scan*** on a worldwide basis.

In March 2015, Mr. Craig contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***EZ-Scan*** 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 ***EZ-Scan*** 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).