



Swivel Invention In Search of Licensee

An innovative new product designed to serve as a highly effective instructional accessory in youth sports, the *Swivel*, has been developed by inventor Gionni Ashley of San Antonio, Texas. The invention's unique design enables it to help correct a common problem associated with the swing of many young baseball players.

The *Swivel's* proprietary features insure that its users learn to maximize the power of their swings by completing a full range of motion. Additionally, the *Swivel* can be designed to accommodate both left and right-handed hitters. Furthermore, versions for both indoor and outdoor use will be made available. Moreover, the *Swivel* will facilitate a greater degree of success when hitting, thereby leading to a greater enjoyment of the game. The product will also be competitively priced and made from durable materials, adding to its appeal.

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

Mr. Ashley now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the instructional sports accessories industry are currently being targeted as candidates to eventually commercialize the *Swivel* on a worldwide basis.

In July 2015, Mr. Ashley contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Swivel* 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 *Swivel* 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.