

INNOVATION DIRECT

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LMS Invention In Search of Licensee

An innovative new product designed to offer important protection to those who perform certain outdoor tasks, the **LMS**, has been developed by inventor Sheila T. Gordon of Brooklyn, New York. The invention's unique design helps insure that a person's skin is thoroughly protected from the sun's rays when performing any lawn and garden or yard maintenance.

The **LMS**'s proprietary features enable it to thoroughly shield users from the dangerous UV rays of the sun when outdoors. The product significantly reduces the chances of premature aging and burning of the skin. Additionally, the **LMS** protects against the possibility of dehydration or heat stroke stemming from excessive sun exposure when performing yard work. Furthermore, it will be instrumental in helping to prevent potentially fatal diseases such as skin cancer. Moreover, the **LMS** works equally well on both riding and push mowers and is conveniently retractable when not in use. It will also be competitively priced and made from heat resistant, wind resistant, waterproof materials, adding to its appeal.

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

Mrs. Gordon now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the lawn and garden accessories industry are currently being targeted as candidates to eventually commercialize the **LMS** on a worldwide basis.

In May 2015, Mrs. Gordon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **LMS** 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 **LMS** 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.