

INNOVATION DIRECT

"Our Success is Patented"™

Ed's Plant Hanger Invention In Search of Licensee

An innovative and highly useful new product for home gardening, the *Ed's Plant Hanger*, has been developed by inventor Ed White of Quinlan, Texas. The invention's unique design provides its users with an attractive manner through which to display two plants in one location.

The proprietary features of the *Ed's Plant Hanger* enable it to function equally well in both indoor and outdoor settings. The product functions equally effectively as a device from which to hang bird feeders. Additionally, the *Ed's Plant Hanger* can be easily adjusted to desired length. Furthermore, it serves as a creative and aesthetically pleasing device from which to hang various home décor items. Moreover, the *Ed's Plant Hanger* will be competitively priced and made from durable heavy-duty plastic, adding to its appeal.

The inventor of *Ed's Plant Hanger* has developed prototypes and full-scale units that have been utilized and sold with success. The *Ed's Plant Hanger* is also the subject of **Design Patent # D647,741** status within the United States Patent and Trademark Office.

Mr. White now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the home gardening accessories industry are currently being targeted as candidates to eventually commercialize the *Ed's Plant Hanger* on a worldwide basis.

In December 2015, Mr. White contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Ed's Plant Hanger* 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 *Ed's Plant Hanger* 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.