



Fulton Cycle Invention In Search of Licensee

An innovative and highly useful improvement on a widely popular bicycle product, the ***Fulton Cycle***, has been developed by John E. Fulton of Memphis, Tennessee. The invention's unique design provides a conventional "big wheel" bicycle with enhanced functionality.

The ***Fulton Cycle*** provides its users with the ability to transport more than one person. The product is thoroughly safe for use. Additionally, the ***Fulton Cycle*** positively adds to the overall experience of riding a big wheel bicycle. Furthermore, it will be competitively priced, and made from durable materials, adding to its appeal and making it a wise investment.

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

In September 2014, Mr. Fulton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fulton Cycle*** 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 ***Fulton Cycle*** 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.