

**For Immediate Release:**

## **INNOVATIVE SNOWBOARDING GLOVE INVENTION PROMISES TO REDUCE WRIST INJURIES**

**Cupertino, CA (July 28, 2011)** – As one of the longest winter sports seasons on record came to a close, intellectual property management firm AmiCOUR IP Group began working with one of its newest clients. Inventor Bryan Dorr was granted a patent on a novel snowboarding glove with special internal structures to protect snowboarders during falls. When Dorr began snowboarding, he soon recognized the importance of wearing wrist guards. This was particularly true while learning the sport, but he did not like the inconvenience or appearance of clumsy external wrist guards. His idea was to combine two into one, a feat easier said than done.

“I have no doubt that Bryan carefully considered what it took to make wrist protection effective, and then he made sure that none of these requirements were compromised by integrating the technology into winter gloves,” stated AmiCOUR vice president Art Cohen. “As an inventor and entrepreneur, I can relate to what it takes to make something work and then bring it up to production ready status.”

Snowboarding injuries are particularly common among beginners, including having an accident fracture rate that is double the rate reported for traditional skiing. As a result, the snowboarding industry has worked hard to provide training intended to overcome the normal “FOOSH” response when falling, which stands for “fall onto an outward stretched hand.” The commonly reported wrist injuries are even called “FOOSH injuries.” In severe cases, wrist fractures can be devastating, causing loss of the full range of movement and permanent disfigurement.

“Avoiding a FOOSH response is easier said than done, particularly for beginners,” explained company CEO Scott Bechtel. “The alternative of a face plant or even safely landing on elbows with arms tucked just isn’t appealing to most people. Even during a slow speed or standing fall, the instinct is hard to overcome. At high speeds, there may not be much time to think it through. When we looked at Bryan’s idea and patent, we knew that this would overcome the objections to external wrist guards, particularly among teen and college age snowboarders. The combination of training along with Bryan’s modern, integral glove guards finally presents a practical effective solution to the sport.”

Dorr’s innovative snowboard glove with wrist protection assures that front and back stiffeners are correctly and tightly positioned to reduce the chances of bending the wrist backwards, yet the gloves are still easy to put on and take off. Cohen explained, “Bryan did a great job of explaining the details in his patent. We are beginning to confirm licensing interest among sportswear companies and equipment providers, and hope to have Dorr’s new safety gloves on the market as soon as possible.” The company is offering licenses to the patent, or, alternatively, its client may consider offers for full sale and assignment.

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**About AmiCOUR IP Group, LLC:** AmiCOUR IP Group a leading intellectual property consulting company providing IP asset management and consulting services, litigation support, royalty audits, and patent management software tools. The company’s brokerage sale team is exclusively managing this sale.

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