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### ***Hand Helper Invention In Search of Licensee***

An innovative new product designed to serve as an essential physical aid for those with certain limitations, the **Hand Helper**, has been developed by Alphonse Graffia, Jr. of New Orleans, Louisiana. The invention's unique design allows its users to complete a basic act of personal hygiene without assistance.

The **Hand Helper** enables its users to wipe themselves thoroughly after a bowel movement. The product will boost self-esteem and preserve pride by eliminating the need for others to assist with this very personal act. Additionally, the **Hand Helper** will be competitively priced, adding to its appeal.

The inventor of the **Hand Helper** has developed a working prototype that has been utilized with success. The **Hand Helper** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2013, Mr. Graffia contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Hand Helper** 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 **Hand Helper** 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](mailto:MR@innovationdirectonline.com).