



The Go Cosmetics Invention In Search of Licensee

An innovative new product designed to serve as a handy and valuable cosmetics accessory for use when on the go, the ***Go Cosmetics***, has been developed by Gabriella Camacho of Yonkers, New York. The invention's unique design offers its users a convenient and dependable way of keeping their make-up organized and secure.

The ***Go Cosmetics*** eliminates the frustration and hassle of rummaging through a conventional cosmetic case or purse for needed items. The product is capable of effectively storing a variety of items, such as eye shadows, lipsticks, foundations, eye liner, and pencils. Additionally, the ***Go Cosmetics*** makes the process of applying make-up when on the go much more efficient. Furthermore, the ***Go Cosmetics*** helps its users save money by insuring that costly cosmetics are kept protected and in one location. Moreover, it will be competitively priced and made from durable cardboard and heavy plastic, adding to its appeal.

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

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

In December 2014, Mrs. Camacho contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Go Cosmetics*** 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 ***Go Cosmetics*** 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.