



The Hart E-Z Foundation Match Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to the cosmetic industry, the ***Hart E-Z Foundation Match***, has been developed by Francie Hart of Monrovia, California. The invention's unique design allows its users to match foundation to their skin tone without having to test several shades.

The ***Hart E-Z Foundation Match***' proprietary features enable it to eliminate the guesswork of the age-old "three shade test", which involves applying three adjacent shades of foundation next to one another on the side of face in order to select the one that best matches the skin tone. Additionally, the ***Hart E-Z Foundation Match*** reduce the chances of minimizing errors related to buying or applying the wrong foundation in any areas of coverage or shade. The ***Hart E-Z Foundation Match*** significantly cuts down on application time for artists and consumers alike. Moreover, the product is simple and straightforward to utilize and can be used equally effectively with the product line of any cosmetics manufacturer.

The inventor of the ***Hart E-Z Foundation Match*** has developed a prototype that has been utilized with success. The ***Hart E-Z Foundation Match*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Hart now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the cosmetics products industry are currently being targeted as candidates to eventually commercialize the ***Hart E-Z Foundation Match*** on a worldwide basis.

In April 2015, Mrs. Hart contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hart E-Z Foundation Match*** 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 ***Hart E-Z Foundation Match*** 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.