



Tic-Toc Smock Invention In Search of Licensee

A simple yet innovative new twist on a widely used professional beauty accessory, the ***Tic-Toc Smock***, has been developed by inventor Margaret James of Barnegat, New Jersey. The invention's unique design helps eliminate one of the common problems faced by salon employees when treating customers' hair.

The ***Tic-Toc Smock***'s proprietary features help insure that hair treatments and chemicals are never left on a customer's scalp for too long. The product greatly reduces the chances of hair or skin becoming damaged in any way. Additionally, the ***Tic-Toc Smock*** provides considerable peace of mind for both the salon employee and customer. Furthermore, the ***Tic-Toc Smock*** helps businesses avoid potentially troublesome complaints or even litigation stemming from damage caused by chemicals being left in for too long in hair. Moreover, it will enable salon employees to be more productive and not have to be as mindful of the time when treating hair. The ***Tic-Toc Smock*** will also be competitively priced and made from durable and comfortable materials, adding to its appeal.

The ***Tic-Toc Smock*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. James now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair salon and beauty accessories industries are currently being targeted as candidates to eventually commercialize the ***Tic-Toc Smock*** on a worldwide basis.

In October 2015, Mrs. James contracted Miami, Florida-based product management services leader Innovation DirectTM to represent the ***Tic-Toc Smock*** to potential licensees for a 2 year period. Innovation DirectTM 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 DirectTM 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 ***Tic-Toc Smock*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation DirectTM at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.