



### ***Toilet Bowl Focal Images Help Its Users Hit The Spot!***

An innovative new patented product designed to improve the bathroom experience for adults and to more effectively potty train children, the ***Toilet Bowl Focal Images***, has been developed by Gloria Holland of Portsmouth, Virginia. Through its unique and patented design, the ***Toilet Bowl Focal Images*** help male users aim their urine flow correctly and accurately while engaging them in competitive fashion. It also enables children to practice using the bathroom in a tidy and hygienic manner.

The ***Toilet Bowl Focal Images*** will have several design options, as envisioned by the inventor. The version designed for adult males will consist of a bullseye target design with varying colors and point values. The artwork will extend in circular fashion outward from the bottom of the toilet bowl up to its outer rim, where the toilet seat would normally rest. Point values will begin at -25 for the area of the outer rim and would increase in increments of 25 points each every few inches, with a perfect 100 point value for the lowest area of the bowl.

As envisioned by the patent holder, a different design option containing aesthetically pleasing images aimed at women and young children would also be made available, in order to expand the potential market for the product. Further details can be provided by patent holder to any potential licensees under the appropriate terms and conditions of confidentiality.

The ***Toilet Bowl Focal Images*** will be colored into the ceramic toilet bowl by the manufacturer and then glazed and fired for a permanent, moisture-resistant image. The area will offer the benefit of being easy to clean during the customary toilet sanitizing process

Gloria Holland applied for a U.S. utility patent on the ***Toilet Bowl Focal Images*** in May 2006, and was granted **U.S. Utility Patent # 7,373,673 B1** in May 2008. The inventor now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement.

In November 2010, Holland contracted Miami, Florida-based patent management services leader Licensing Direct™ to represent the ***Toilet Bowl Focal Images*** to potential licensees for a 2 year period. Licensing Direct™ obtains the maximum amount of exposure for the patented products that it represents through participation in multiple and diverse industry-leading trade shows each year. Exhibits that Licensing Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the Kitchen and Bath Industry Show and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Toilet Bowl Focal Images*** with respect to the product can contact the Manufacturer Response Department of Licensing Direct™ at (877) 991-0909 ext. 4285 or at [MR@licensingdirect.com](mailto:MR@licensingdirect.com).