



### *Airheads Invention In Search of Licensee*

An innovative new product that provides convenience to those who utilize wigs regularly, the *Airheads*, has been developed by Dr. Verna R. Benjamin-Lambert of Smyrna, Georgia. The invention's unique design provides its users with unprecedented convenience when transporting and prepping a wig away from one's home.

Foam head stands are by far the most widely used and effective method of maintaining and retaining the shape and condition of wigs. These products are usually more than adequate for accomplishing this when a wig is kept and maintained at home, but are not amenable to being transported within luggage. This often causes wig users to have to resort to laying down or packing in their wig with other items, which can easily cause them to lose their shape. Taking into account that wigs are heavily relied on for function or fashion by their owners, being forced to transport them in less-than-ideal conditions is a highly undesirable option.

Through its proprietary features, the *Airheads* will eliminate the inconveniences inherent in attempting to transport an inflexible foam head within bags or luggage. By doing so, it will provide its users with the ability to effectively protect their investment in their wigs or hairpieces. This will in turn represent a savings for its users over time by eliminating the need for them to continuously invest in a new wig at regular intervals.

The *Airheads* will offer the additional benefits of being cost effective and considerably durable, making it an excellent overall investment. It will also provide peace of mind to wig owners that their wigs will travel safely to any location.

The *Airheads* is currently the subject of Utility Patent Application # **10/574,457** with the United States Patent and Trademark Office. The inventor of the *Airheads* now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair and personal care accessories industry are currently being targeted as candidates to eventually commercialize the *Airheads* on a worldwide basis.

In September 2011, Dr. Benjamin-Lambert contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Airheads* to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 *Airheads* 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).