



## *Comfy Wig Invention In Search of Licensee*

An innovative new product designed to make the wearing of wigs considerably more pleasant, the **Comfy Wig**, has been developed by Shela Love of Plano, Texas. The invention's unique design provides its users with a comfortable and aesthetically pleasing hair piece that will be easy to put on and remove.

Wigs are widely used by women for a variety of purposes, including the covering up of naturally thinning hair, to counteract the effects of medical conditions that have affected or completely removed their natural hair, and for reasons solely related to fashion. Often, while certainly accomplishing their intended purpose, these hair pieces can be quite uncomfortable when worn over several hours, such as when the person is at work or making various stops in public locations.

Through its proprietary features, the **Comfy Wig** enables its wearers to enjoy a durable yet highly comfortable hair piece that will be easily tolerable for extended periods of use. The product will also be made available in a wide variety of styles and colors to suit a variety of tastes, needs, and occasions.

The **Comfy Wig** will offer the additional benefit of being conveniently portable to any location or function, an essential for its intended function. It will be durable and cost-effective as well, enhancing its overall appeal.

The inventor of the **Comfy Wig** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beauty products industry are currently being targeted as candidates to eventually commercialize the **Comfy Wig** on a worldwide basis.

In October 2011, Ms. Love contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Comfy Wig** 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 **Comfy Wig** 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).