



Inflatable Prosthetic Breast Assembly Invention In Search of Licensee

An innovative new patented product designed for women who have undergone a mastectomy, the ***Inflatable Prosthetic Breast Assembly***, has been developed by Inell Martin and Kathleen Colon of Orlando, Florida. The invention's unique design provides its users with a much more comfortable alternative to other breast prosthesis that have been made available previously.

While mastectomies are a life saving procedure, they also can have residual effects that have negative connotations. For example, many women find themselves dealing with a high level of self consciousness after such a surgery and often become wary of being out in public, which begins to limit the activities and events they can participate in.

The ***Inflatable Prosthetic Breast Assembly*** aims to give its users a solution to these common problems while providing them with an accessory that will blend in naturally with their appearance and alleviate any concerns related to sporting an unnatural look. Through its proprietary features, the ***Inflatable Prosthetic Breast Assembly*** will simulate a natural breast in contour, shape, and feel. It will feature a pliable body that will be composed of a single and uniform outer layer made of an elastic material that will extend fully across the anterior face of the body, thereby eliminating the possibility of unnatural seams.

The ***Inflatable Prosthetic Breast Assembly*** will also be adjustable and lightweight. A mechanism will allow users of varying breast sizes to be able to customize the product so that it accurately mirrors the size and shape of their other natural breast. Due its redeeming qualities, it will be of immeasurable benefit to those women who have undergone a mastectomy.

The ***Inflatable Prosthetic Breast Assembly*** is the subject of **Utility Patent # 7,879,091** with the United States Patent and Trademark Office. The co-inventors of the ***Inflatable Prosthetic Breast Assembly*** now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the personal medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Inflatable Prosthetic Breast Assembly*** on a worldwide basis.

In September 2011, Mrs. Martin and Mrs. Colon contracted Miami, Florida-based patent management services leader Innovation Direct™ to represent the ***Inflatable Prosthetic Breast Assembly*** 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 ***Inflatable Prosthetic Breast Assembly*** 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.

