



Convert Heel Invention In Search of Licensee

An innovative new product that will provide unprecedented convenience in women's footwear, the ***Convert Heel***, has been developed by Lisa Jackson of Davenport, Iowa. The invention's unique design provides its users with a diverse shoe that is guaranteed to be adaptable to the dress code of virtually any occasion.

Women can often find themselves in a fashion quandary when it comes to their footwear, as there are instances when they may be going from a casual to a more formal occasion, or vice versa. In these cases, they are often faced with having to carry a minimum of two different pairs of shoes in order to be appropriately dressed yet at the same time avoid having to endure unnecessary stretches of time wearing uncomfortable high heeled shoes.

Among its numerous advantages, the ***Convert Heel*** allows its users to easily change the style and design of their shoe. This will enable them to have the thorough peace of mind that they will be correctly and fashionably dressed for any occasion, while also allowing them to enjoy an optimal level of comfort. Through its proprietary features, the ***Convert Heel*** will offer the additional advantage of saving women space by eliminating the need to carry multiple pairs of shoes.

Ms. Jackson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the women's footwear industry are currently being targeted as candidates to eventually commercialize ***Convert Heel*** on a worldwide basis.

In October 2011, Ms. Jackson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Convert Heel*** 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 ***Convert Heel*** 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.