



Kamilo Mop Invention In Search of Licensee

An innovative product designed as a considerably improved version of the traditional T-shaped mop, the ***Kamilo Mop***, has been developed by Virgilio Hermida of Naples, Florida. The invention's unique design provides its users with an effective cleaning tool that eliminates the shortcomings of the conventional model of the same mop.

The T-shaped mop has traditionally been utilized over the more common “rag” mops for cleaning tasks that require a particular degree of force and leverage on the part of the user. These mops allow for intense scrubbing of tough stains, embedded dirt, or encrusted particles of all kinds on floors, and usually result in a successful and thorough cleaning of these surfaces. The one common obstacle associated with this model of mop is that the blanket that rests over the bar at the bottom of the product is not secured in any way, and frequently falls off during the scrubbing process. This leads to constant frustration and lost time during cleaning.

The ***Kamilo Mop*** will address this common annoyance by providing its users with a dependable and secure method of insuring the blanket is kept in place. It will also provide its users with a secure grip, allowing them to be more effective in their cleaning efforts, with less physical exertion. Its proprietary features will provide the additional benefit of allowing cleaning to occur with a greater degree of precision, as the user will not have to be preoccupied with a constantly falling or displaced blanket.

The ***Kamilo Mop*** will be competitively priced, adding to its appeal. It will feature a durable and sturdy wood design and will be made available in both residential and commercial models. The inventor has constructed several prototypes of the Kamilo Mop and they have been utilized with success on both residential and commercial applications.

Mr. Hermida now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cleaning products industry are currently being targeted as candidates to eventually commercialize ***Kamilo Mop*** on a worldwide basis.

In November 2011, Mr. Hermida contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kamilo Mop*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Kamilo Mop*** 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.

