



Toilet Brush Hanger Invention In Search of Licensee

A useful new household product designed to resolve a common dilemma, the ***Toilet Brush Hanger***, has been developed by Sharon Brown of Marietta, Georgia. The invention's unique design provides its users with a convenient and effective method of storing a toilet brush in a hygienic manner.

Toilet brushes, while certainly an essential in the repertoire of any collection of household cleaning tools, often present a challenge with respect to their storage. Solutions such as storing the brushes in a receptacle with liquids can result an unsanitary mess, and placing them in dry storage containers can lead to the deterioration of the bristles over time, which in turn reduces their effectiveness in performing their intended function of cleaning.

The ***Toilet Brush Hanger*** enables its users to store their toilet brushes in a sanitary fashion. It will not require any extra parts, pieces or special assembly. As a result, it will save its users time and hassle when initially integrating it into their home.

The ***Toilet Brush Hanger*** will also be easily portable and compact, taking up a minimal amount of space wherever it is placed. It will lend itself to cost-effective manufacturing and all needed materials are readily available. Most importantly, it will help insure that anyone handling a toilet brush will not have to be exposed to germs or bacteria.

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

In October 2011, Mrs. Brown contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Toilet Brush Hanger*** 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 ***Toilet Brush Hanger*** 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.