



## ***Ornament Display Shelf Invention In Search of Licensee***

An innovative new product designed to enable its users to display their household ornaments in attractive and stylish fashion, the ***Ornament Display Shelf***, has been developed by Ehenew Vargas of Brooklyn, New York. The invention's unique design renders it an elegant and durable product that will enhance the décor and ambiance of any room in a home.

Household ornaments are intended to provide variety and an aesthetically pleasing touch to the rooms in which they are placed. To this end, many ornaments, particularly the more expensive type, are made of high quality but fragile materials, such as glass. Therefore, the homeowner runs a certain amount of risk when placing them in areas where they can easily be accidentally bumped into, dropped, or fall within the reach of a pet or child.

The ***Ornament Display Shelf*** will provide its users with effective solution to this common dilemma by serving as a spacious and visually attractive platform in which to display ornaments of a variety of shapes and sizes. The product will also insure that precious ornaments are protected, thereby eliminating a great deal of potential expense in having to replace broken or otherwise damaged valuables.

The ***Ornament Display Shelf*** will be competitively priced when compared to other household furniture items. It will also be considerably durable and sturdy, adding to its value and ability to effectively protect the ornaments placed on it. Additionally, a fully functioning prototype has been built and used with success by the inventor.

Mr. Vargas now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household furniture and display products industry are currently being targeted as candidates to eventually commercialize ***Ornament Display Shelf*** on a worldwide basis.

In December 2011, Mr. Vargas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Ornament Display Shelf*** 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 ***Ornament Display Shelf*** 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).