



Contour Cap Fitted Shaper Invention In Search of Licensee

An innovative new product designed to make the styling of a cap convenient and efficient, the ***Contour Cap Fitted Shaper***, has been developed by George Cruz and Alex Cruz of San Antonio, Texas. The invention's unique design allows its users to mold the brim of their caps into the desired shape with minimal effort.

Caps are one of the most popular forms of headwear for a variety of reasons. Not only do they provide their users with the ability to advertise their allegiances to sports teams, products, or certain companies, they also provide those same entities with widespread advertising and increased visibility of their brand. Additionally, caps have become a stylish accessory that completes a casual ensemble for many. This puts a particular emphasis on a cap having an aesthetically pleasing appearance

The ***Contour Cap Fitted Shaper*** will give its users a reliable and effective method of insuring that the brims of their caps have the desired contour to them. The product will work well with any design of sports cap, making it universally functional in that regard. It will work efficiently overnight without any additional effort from the user. The ***Contour Cap Fitted Shaper*** will also be made from durable and cost-effective material, making it a wise and relatively inexpensive long-term investment.

George and Alex Cruz now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the headwear accessories industry are currently being targeted as candidates to eventually commercialize ***Contour Cap Fitted Shaper*** on a worldwide basis.

In February 2012, George and Alex Cruz contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Contour Cap Fitted Shaper*** 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 ***Contour Cap Fitted Shaper*** 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.