



McBee Germ Protecting Mask Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a standard medical mask, the ***McBee Germ Protecting Mask***, has been developed by Bobby McBee of Chicago, Illinois. The invention's unique design enables its users to enjoy multiple benefits while wearing it.

Our society is likely more germ conscious than any other in history, which certainly has its advantages and benefits. One of the more common sights in recent times, especially with recent massive flu outbreaks, is to see people wearing personal medical masks in public to either protect themselves from those who might be sick, or to shield others around them from a virus they may be carrying. For those who fall into the latter category, a mask that could offer additional advantages beyond keeping germs in a confined area would certainly be appealing.

With this in mind, the ***McBee Germ Protecting Mask*** has been developed. The product will be safe and comfortable to wear. Its proprietary features prevent its users from spreading germs, while simultaneously clearing their nasal passages. Additionally, the ***McBee Germ Protecting Mask*** will be completely disposable after use. It will also be instrumental in disease prevention and cost effectively priced, adding to its appeal.

Mr. McBee now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal medical products industry are currently being targeted as candidates to eventually commercialize ***McBee Germ Protecting Mask*** on a worldwide basis.

In March 2012, Mr. McBee contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***McBee Germ Protecting Mask*** 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 ***McBee Germ Protecting Mask*** 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.