



Robin's Heel Straps Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a “flip flop” sandal, the ***Robin's Heel Straps***, has been developed by Rita Dilbert of Rutledge, Tennessee. The invention's unique design provides its users with a diverse piece of footwear that can be used in a variety of settings.

Open-toed sandals without a backing, commonly referred to as “flip flop” sandals, are very popular during the mild and hot months of the year. Renowned for their comfort and general feeling of freedom that they give to the feet and toes, these sandals are nevertheless restricted with respect to the settings in which they are appropriate to be worn. Therefore, for those who do enjoy wearing them, a version of this type of footwear that could provide the same comfort while still insuring that the individual is appropriately attired would certainly be attractive.

With this in mind, the ***Robin's Heel Straps*** has been developed. The product will be made from comfortable and durable materials. It will also be cost effectively priced, adding to its appeal. Additionally, the ***Robin's Heel Straps*** will help its users avoid dress code violations in school or at the workplace. The inventor has also developed a prototype of the ***Robin's Heel Straps*** and used it with success.

Mrs. Dilbert now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the footwear accessories industry are currently being targeted as candidates to eventually commercialize ***Robin's Heel Straps*** on a worldwide basis.

In March 2012, Mrs. Dilbert contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Robin's Heel Straps*** 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 ***Robin's Heel Straps*** 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.