



Tattoo Cover-Up Invention In Search of Licensee

An innovative new product designed to provide an extremely cost-effective alternative to normally costly skin procedure, the ***Tattoo Cover-Up***, has been developed by Amanda Hughes of Cincinnati, Ohio. The invention's unique design will provide its users with an effective method of concealing tattoos thoroughly in relatively simple fashion.

The process of decorating one's body with art has become increasingly popular in recent times. A large part of the attraction behind making a decision to have a tattoo placed on one's body is the permanence that is implied. Although most individuals are very passionate about the subject or person embodied in the tattoos that they opt to place on their persons, the reality is that the circumstances, thoughts, and emotions associated with it can change drastically over time. This can then leave the person with a constant and difficult to remove reminder of something or someone they no longer wish to be associated with.

The ***Tattoo Cover-Up*** will enable existing tattoos to be easily concealed from view in natural fashion. It will provide a significantly less costly method by which to keep unwanted body art out of view, as compared to the much more expensive and painful process of tattoo removal procedures. The product will be equally effective for either men or women to utilize, adding to its appeal. It will also be completely safe and non-irritating to the skin while performing its intended function.

Ms. Hughes now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the tattoo accessories industry are currently being targeted as candidates to eventually commercialize ***Tattoo Cover-Up*** on a worldwide basis.

In February 2012, Ms. Hughes contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tattoo Cover-Up*** 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 ***Tattoo Cover-Up*** 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.