



Wakim Paper Towel Stand Invention In Search of Licensee

Hate the thought washing your hands and then drying them with a previously used hand or bath towel? Have nowhere to place paper towels? Don't want unsightly contraptions hanging on bathroom walls?

Now there exists an innovative new product designed to simplify the dispensing of paper towels in the bathroom, the "***Wakim Paper Towel Stand***", developed by Mr. Tom Wakim of Bridgeville, Pennsylvania. The unique design provides a convenient and sanitary method with which to dispense typical paper towels in the home bathroom.

Mr. Wakim recognized that paper towels in the home bathroom are much more sanitary than the conventional cloth towels, a haven for bacteria. Since Mr. Wakim has the popular pedestal bathroom sink, he had no space on which to set a roll of paper towels. And since he chose not to damage his walls by installing unsightly dispensers or towel bars, he developed the ***Wakim Paper Towel Stand***.

The ***Wakim Paper Towel*** stand is free-standing and will enable paper towels to be within arms reach without the need to damage walls. No more worry about the spread of germs. Its elegant design will not detract from the look of any bathroom. The stand comes in chrome, marble or wood and the ***Wakim Paper Towel Stand*** has a shelf on which to store bathroom items.

A prototype of the ***Wakim Paper Towel Stand*** has also been developed by the inventor and utilized with success. Additionally, the ***Wakim Paper Towel Stand*** is currently the subject of a provisional patent with the United States Patent and Trademark Office.

Mr. Wakim now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the kitchen accessories industry are currently being targeted as candidates to eventually commercialize ***Wakim Paper Towel Stand*** on a worldwide basis.

In March 2012, Mr. Wakim contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Wakim Paper Towel Stand*** 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 ***Wakim Paper Towel Stand*** 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.