



Universal Clipper Cords Invention In Search of Licensee

An innovative new product sure to appeal to barbers and stylists, the ***Universal Clipper Cords***, has been developed by Moses Sule of Waltham, Massachusetts. The invention's unique design effectively addresses a common annoyance for barbers.

Any good barber shop or hair salon typically boasts a flurry of activity due to their reputation of quality service. The steady barrage of clientele prompts a great deal of reciprocal activity and movement by the hair stylists or barbers as they attempt to service as many customers as possible within any given day. The presence of electric cords emanating from hair clippers can therefore be a hassle at best and extremely dangerous at worst in such a hectic environment. However, the reality is that with clippers being such an essential tool of the trade, salon and barber shop employees are at present simply forced to deal with the situation as best as they can.

In an effort to address this issue, the ***Universal Clipper Cords*** have been developed. The product will save barbers and stylists considerable time and hassle. The ***Universal Clipper Cords*** will also prevent tangling and as a result, will help eliminate the chances for accidents and possible injury. The ***Universal Clipper Cords*** will be easy to implement and use on any hair clipper model. It will also be competitively priced, adding to its appeal.

Mr. Sule now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the hair salon accessories industry are currently being targeted as candidates to commercialize the ***Universal Clipper Cords*** on a worldwide basis.

In May 2012, Mr. Sule contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Universal Clipper Cords*** 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 the ***Universal Clipper Cords*** 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.

