



### ***Boh Stirrer Invention In Search of Licensee***

An innovative new product designed to make a common task related to paint a much more efficient proposition, the ***Boh Stirrer***, has been developed by Robert Bohanan of Normal, Illinois. The invention's unique design allows its users to be able to stir paint effectively with unprecedented ease.

Stirring is one of the most important aspects of proper paint preparation. However, it can also become a cumbersome and somewhat untidy proposition, since the lid of the paint must be removed in order to have direct access. A product that can provide an effective and alternative method would certainly prove appealing.

To this end, the ***Boh Stirrer*** has been conceived. The ***Boh Stirrer*** will be easy to store when not in use. It will also be extremely user friendly and will be simple for anyone with physical limitations, such as arthritis, to operate. Through its proprietary features, the ***Boh Stirrer*** will help its users save time when stirring paint. It will also be a one-time purchase, making it a wise investment.

***The inventor has also developed multiple prototypes of the invention, which are being utilized by those in the construction trade with success.***

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

In March 2012, Mr. Bohanan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Boh Stirrer*** 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 ***Boh Stirrer*** 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](mailto:MR@innovationdirectonline.com).