



### ***Excrement Removal Tool Invention In Search of Licensee***

An innovative new product designed to help resolve a common physical problem, the ***Excrement Removal Tool***, has been developed by Kimbra Kinnard of York, Pennsylvania. The invention's unique design helps enable immediate relief from the effects of constipation.

Waste removal is one of the body's most essential functions, and holds the key to insuring that at any given time, it is free of virtually anything that does not serve a beneficial purpose for it. Therefore, when this process is curtailed or temporarily restricted by the effects of constipation, it can lead to increasingly negative consequences, depending on the severity. While a number of medications exist to relieve and significantly reduce the factors associated with constipation, in certain cases the degree to which the condition is present requires more immediate and direct action.

To this end, the ***Excrement Removal Tool*** has been conceived. The ***Excrement Removal Tool*** will effectively collect feces quickly and painlessly from a severely constipated person. The product will be made from unbreakable plastic. Additionally, the ***Excrement Removal Tool*** helps to prevent the variety of health problems that can result from severe constipation. Furthermore, it will be easy to use and eliminates the need for a person to come into direct contact with fecal matter.

The ***Excrement Removal Tool*** is also the subject of ***Design Patent D585,988*** with the United States Patent and Trademark Office. The inventor has also developed a prototype that has been utilized with success.

Mrs. Kinnard now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal medical products industry are currently being targeted as candidates to eventually commercialize the ***Excrement Removal Tool*** on a worldwide basis.

In July 2012, Mrs. Kinnard contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Excrement Removal Tool*** 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 ***Excrement Removal Tool*** 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).

