



Air Condition Vent Filter Invention In Search of Licensee

An innovative new product intended to effectively address a common health hazard often found in homes, the *Air Condition Vent Filter*, has been developed by Helena Hepburn of Royal Palm Beach, Florida. The invention's unique design allows for its users to enjoy the cleanest air possible from their air conditioning units.

Ironically enough, some of the most prevalent dangers we face daily are right in our own homes. One of the invisible "attackers" to our good health are airborne pathogens that develop and are released through our air conditioning systems. There are a number of products, including filters and vent cleaners, that purport to address these issues effectively, but any new item that can enhance the level of protection against these types of problems would certainly be looked at with great interest.

With this in mind, the *Air Condition Vent Filter* has been developed. The *Air Condition Vent Filter* effectively blocks the transmission of dirt, germs, bacteria, and fungus from air vents. It will be instrumental in helping to prevent maladies and sicknesses arising from the inhalation of contaminated air in a home. Additionally, the product proactively prevents the entry of dirt and germs into air vents. Furthermore, the *Air Condition Vent Filter* is much more cost effective alternative than other products and services that serve the same purpose.

The inventor has developed a working prototype of the *Air Condition Vent Filter* that she has utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Hepburn now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the HVAC accessories industry are currently being targeted as candidates to eventually commercialize the *Air Condition Vent Filter* on a worldwide basis.

In June 2012, Mrs. Hepburn contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Air Condition Vent Filter* 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 *Air Condition Vent Filter* 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.

