



Delost Brush Invention In Search of Licensee

An innovative new product that enables its users to achieve a higher level of personal cleanliness, the ***Delost Brush***, has been developed by Mildred E. Delost of Emlenton, Pennsylvania. The invention's unique design provides its users with convenient and thorough access to their back when bathing.

Those with physical limitations face a number of daily challenges that can test their will and pain tolerance. In fact, many of these are common activities and tasks that those in good health often take for granted. One good example would be being able to bathe oneself effectively and independently. A particularly difficult area of the body to clean thoroughly, due to its location on the body, can be the back.

With this in mind, the ***Delost Brush*** has been developed. The ***Delost Brush*** will eliminate the need for unnecessary physical strain and exertion on the part of its users when bathing. It will allow its users to be completely independent of outside help when bathing. Additionally, the product will be comfortable and easy to handle. Furthermore, the ***Delost Brush*** will be cost effectively priced and made from durable materials, making it a wise long-term investment.

The invention is also in patent pending status with the United States Patent and Trademark Office.

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

In June 2012, Mrs. Delost contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Delost Brush*** 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 ***Delost Brush*** 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.

