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Custom Bathroom Carpets Invention In Search of Licensee

An innovative new product designed to provide a new twist to a commonly used household item, the ***Custom Bathroom Carpets***, has been developed by Mattique Williams of Fredericksburg, Virginia. The product's unique design helps to eliminate many of problems typically associated with bathroom carpets.

The bathroom is one of the most traversed rooms in a home, and so keeping its floor neat and clean can often become a challenge. The constant presence of water in the surrounding area makes the entire undertaking even more difficult. As a result, carpets often play an important role in maintaining order and a certain degree of cleanliness in a bathroom. However, due to the often slippery conditions, they can present a hazard themselves when they slide upon being stepped on.

With these problems in mind, the ***Custom Bathroom Carpets*** has been conceived. The ***Custom Bathroom Carpets*** will help conserve space in a bathroom. The product will also be fully machine washable and non-slip, providing a crucial element of safety. Additionally, the ***Custom Bathroom Carpets*** will be equally effective in residential and commercial settings. Furthermore, they will be competitively priced, adding to their appeal.

Prototypes of the ***Custom Bathroom Carpets*** have also been developed by the inventor and utilized with success.

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

In October 2012, Mrs. Williams contracted invention assistance services leader Innovation Direct™ to represent the ***Custom Bathroom Carpets*** 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 ***Custom Bathroom Carpets*** 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.