



Mobley Napkin Holder Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a common table top accessory, the ***Mobley Napkin Holder***, has been developed by Frank Mobley of Ashford, Alabama. The invention's unique design lends an eye catching and useful feature to a standard napkin holder.

Restaurants usually distinguish themselves by the quality of food they serve and pricing they offer, and these are usually the overriding factors that determine their eventual fate. However, that is not to say that there aren't other aspects of their operation that while seemingly minor, can also play important roles in their appeal.

With this in mind, the ***Mobley Napkin Holder*** has been developed. The ***Mobley Napkin Holder*** will retain the full utility of a conventional version of the same product. It will be fabricated from durable materials, making it a wise investment for restaurants and diners everywhere. Additionally, the ***Mobley Napkin Holder*** will provide restaurant and diner managers with a variety of options with regards to its use. Furthermore, will lend an aesthetically pleasing look to any eatery and in the process, enhance the dining experience for restaurant patrons.

The ***Mobley Napkin Holder*** is also in patent pending status with the United States Patent and Trademark Office.

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

In September 2012, Mr. Mobley contracted product management services leader Innovation Direct™ to represent the ***Mobley Napkin Holder*** 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 ***Mobley Napkin Holder*** 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.