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### *Athletic Shoe Skins Invention In Search of Licensee*

An innovative new product designed to provide protection for athletic footwear during wet weather, the *Athletic Shoe Skins*, has been developed by Donald Todd of Monmouth, New Jersey. The product's unique design enables its users to keep a wide variety of footwear protected and free of moisture in wet conditions.

For those who enjoy an outdoor lifestyle and sports in general, dealing with inclement weather is often an inevitable part of partaking in their favorite hobbies. While this is often just a minor inconvenience, there are occasions in which dealing with the after effects of being in wet weather, such as dirty shoe bottoms, can become a hassle and frustration.

With these problems in mind, the *Athletic Shoe Skins* has been conceived. The *Athletic Shoe Skins* will be completely comfortable and unobtrusive to wear. The product saves its users the hassle of dirtying their vehicles with muddy or wet shoes. Additionally, the *Athletic Shoe Skins* will prevent wear and tear on a variety of athletic shoes, thereby enhancing their life span and protecting their appearance. Furthermore, it will be made available in a variety of sizes to meet market demand and will be competitively priced, adding to its appeal.

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

In October 2012, Mr. Todd contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Athletic Shoe Skins* 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 *Athletic Shoe Skins* 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).