



Sink, Bath, and Basin Stopper Invention In Search of Licensee

An innovative new product designed to effectively address a common household problem, the ***Sink, Bath, and Basin Stopper***, has been developed by Gloria E. Dailey of Lauderdale Lakes, Florida. The product's unique design enables it to protect any number of unwanted objects from making their way into a home's pipes.

It is often cited that the majority of accidents and mishaps occur within or very near one's home, an observation that usually alludes to incidents with fairly serious consequences, such as automobile collisions or personal injury. However, the same likely holds true for situations of a less grave but still annoying and potentially costly nature. One prominent example of this would be the losing of valuables, such as jewelry, down a sink or bathroom drain. Due to the fact that water is typically involved in these scenarios, the slipping off and losing of personal property happens much easier and often than many would think.

To this end, the ***Sink, Bath, and Basin Stopper*** has been conceived. The ***Sink, Bath, and Basin Stopper*** will be easy to implement and begin using in a bath, basin, or sink. The product also eliminates the chances of losing valuables down a drain, thereby saving its users money and providing peace of mind. Additionally, the ***Sink, Bath, and Basin Stopper's*** proprietary features allow for quick and simple drainage and it helps eliminate the often considerable expense of clearing up clogged pipes.

The ***Sink, Bath, and Basin Stopper*** is also in patent pending status with the United States Patent and Trademark Office.

Ms. Dailey 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 ***Sink, Bath, and Basin Stopper*** on a worldwide basis.

In October 2012, Ms. Dailey contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Sink, Bath, and Basin Stopper*** 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 ***Sink, Bath, and Basin Stopper*** 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.