

# INNOVATION DIRECT™

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## *Oh My Word Invention In Search of Licensee*

An innovative new product that possesses an eye-catching functionality **Oh My Word**, has been developed by Dana Michael Gregson of Acworth, Georgia. The invention's unique design enables it to provide necessary lighting with an attention-getting twist.

The old adage about the majority of accidents occurring in one's home certainly seems to hold true, particularly when specific conditions increase the odds of a mishap occurring. One such example is when people attempt to traverse different areas of their home with the dim or non-existent lighting that is present at night. This can often lead to serious injuries, and standard night lights seem to only offer minimal help in providing better visibility.

To this end, **Oh My Word** has been conceived. **Oh My Word** boasts a stylish and attractive design. The product's proprietary features allow it to offer a personalized appearance while still allowing it to function as a more potent version of a conventional night light. Additionally, **Oh My Word** will expend very minimal amounts of electricity, making it a cost-effective lighting alternative in the home. Furthermore, it will be competitively priced, adding to its appeal.

**Oh My Word** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Gregson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lighting products industry are currently being targeted as candidates to eventually commercialize **Oh My Word** on a worldwide basis.

In November 2012, Mr. Gregson contracted product management services leader Innovation Direct™ to represent the **Oh My Word** 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 **Oh My Word** 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).