

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Olson Opti-Temperature Shoes Invention In Search of Licensee*

An innovative new product designed to bring unprecedented functionality to footwear, the ***Olson Opti-Temperature Shoes***, have been developed by Abby Olson of Hendersonville, North Carolina. The product’s unique design enables its users to enjoy optimal temperature for their feet at any time, regardless of weather.

It has been demonstrated that the temperature of one’s feet have a key role in determining the state of the rest of the body, and having excessively cold feet can lead to colds and related illnesses. As a result, those who live in areas where frigid temperatures are the norm during certain times of year have to take great care in making sure their feet are properly covered. This can become somewhat of a challenge and inconvenience, particularly when multiple layers of socks must be worn in order to accomplish conditions that are sufficiently warm but not hot to the point of the person being uncomfortable.

With these issues in mind, the ***Olson Opti-Temperature Shoes*** have been conceived. The ***Olson Opti-Temperature Shoes*** will boast a stylish and attractive design. The product helps to prevent the discomfort and potential onset of illnesses that can come from having cold feet by insuring that the feet are at a proper temperature. Additionally, it will be competitively priced and thoroughly comfortable to wear, adding to its appeal.

The ***Olson Opti-Temperature Shoes*** concept is in patent pending status with the United States Patent and Trademark Office. The inventor has also developed a working prototype of the invention that has been utilized with success.

Ms. Olson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the footwear products industry are currently being targeted as candidates to eventually commercialize the ***Olson Opti-Temperature Shoes*** on a worldwide basis.

In November 2012, Ms. Olson contracted product management services leader Innovation Direct™ to represent ***Olson Opti-Temperature Shoes*** 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 ***Olson Opti-Temperature Shoes*** 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).

