



New Age Clothes Line Invention In Search of Licensee

An innovative new product designed to provide a valuable convenience around the home, the *New Age Clothes Line*, has been developed by Mr. German from Georgia. The product's unique design allows its users to air dry clothing in an easy and efficient manner.

Before the widespread use of clothes dryers, the good old fashioned clothes line was the key to having crisp and wearable clean clothing. Harsh winters would obviously put a temporary pause on the use of this method each year but for the rest of the time, air drying was the method of choice for all types of apparel. Over time, primarily due to the relative cost-effectiveness and convenience that electric dryers provide in an increasingly fast-paced world, the clothes lines virtually went the way of the dinosaur. However, in large part precisely because there is such an accelerated tempo to everyday life, a modern-day version of the product with new features and conveniences could certainly carve a niche and serve a purpose.

Along these lines, the *New Age Clothes Line* has been conceived. The *New Age Clothes Line's* provides its users with significant savings on their electric bill. Through its proprietary features, it eliminates the costs associated with maintaining expensive dryers by limiting their usage considerably. Additionally, the *New Age Clothes Line* will be easily adjustable for size and length, making it possible to be set up virtually anywhere. The *New Age Clothes Line* is also partially collapsible for hassle-free and space saving storage. Furthermore, it will be fabricated from durable materials and competitively priced, making it a wise long-term investment.

The *New Age Clothes Line* is also in patent pending status with the United States Patent and Trademark Office.

Mr. German now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the *New Age Clothes Line* on a worldwide basis.

In November 2012, Mr. German contracted product management services leader Innovation Direct™ to represent the *New Age Clothes Line* 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 *New Age Clothes Line* 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.

