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Biblical Wear Invention In Search of Licensee

An innovative new clothing item designed to promote positive messages, the ***Biblical Wear***, has been developed by Rundre Lay of Flint, Michigan . The invention’s unique design enables its users to proudly display their religious beliefs anywhere they go.

In today’s society, it certainly seems as if there is no shortage of controversial and negative messages being broadcast through various public forums. Although a great deal of attention in this regards is paid to the questionable lyrics found in much of current music and rightfully so, clothing with derogatory messages and images are also prevalent. Therefore, any apparel line that takes a contrasting stance and focuses on positive, religious messages will likely stand out and appeal to the large segment of consumers wishing to project a different image wherever they go.

Along these lines, the ***Biblical Wear*** has been conceived. The ***Biblical Wear*** will sport an attractive and eye-catching design. The product encourages all who see it to immerse themselves in religious teachings. Additionally, it will be made from durable materials and competitively priced, adding to its appeal.

The ***Biblical Wear*** is also in patent pending status with the United States Patent and Trademark Office.

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

In December 2012, Mr. Lay contracted product management services leader Innovation Direct™ to represent the ***Biblical Wear*** 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 ***Biblical Wear*** 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.