

# INNOVATION DIRECT™

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## *EZ Burn Invention In Search of Licensee*

An innovative new product targeted at the hair styling industry, the **EZ Burn**, has been developed by Francette Francois of Salisbury, Maryland. The invention's unique design provides its users with a convenient and safe method of accomplishing a task essential to working with certain types of hair.

As many hair stylists can attest to, the treatment of synthetic hair can be somewhat complex and involved. One of the common practices with this type of hair is to heat it up sufficiently so that it essentially burns to a certain point. Currently, practices that are utilized to achieve this goal include the potentially dangerous methods of employing a match or lighter to reach the desired level of heat. This has led to accidents in the past, and the possibility obviously always exists for serious consequences.

With this in mind, the **EZ Burn** has been conceived. The **EZ Burn** will eliminate the need for the use of a candle or other devices to burn synthetic hair. Through its proprietary features, the **EZ Burn** significantly reduces the chances of someone's hand, finger, or hair becoming inadvertently burned. The product is easy and simple to operate. Additionally, the **EZ Burn** will be competitively priced, adding to its appeal.

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

The inventor now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair styling accessories industry are currently being targeted as candidates to eventually commercialize the **EZ Burn** on a worldwide basis.

In September 2012, the inventor contracted product management services leader Innovation Direct™ to represent the **EZ Burn** 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 **EZ Burn** 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).