

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *All American Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to laundry, the *All American*, has been developed by a Brooklyn, New York-based inventor. The invention's unique design enables its users to save considerable time when separating their different clothing items for washing.

Laundry is certainly one of the more cumbersome of household chores, in part because of the level of detail and preparation it entails. For example, the washing of clothes requires proper knowledge of what type of clothing must be washed in what temperature and what cleaners can harm certain types of garments. Clothing must then be sorted according to this type of criteria, which can be time consuming. Accordingly, any product that can assist with all of the different aspects of washing clothing will likely be viewed with considerable interest.

To this end, the *All American* has been conceived. The *All American* will provide its users with a convenient method of separating their clothing items accordingly by the temperature they are to be washed in. Through its proprietary features, the *All American* will essentially eliminate the color sorting time normally required before doing laundry to nothing, and will also make it extremely easy to detect how much of each type of clothing is set for washing. The product is also lightweight and easy to transport within a home. Additionally, the *All American* can be instrumental in helping to teach household members about the correct water temperature to wash certain types of clothing in. Furthermore, it helps significantly reduce the chances of a piece of clothing being damaged due to being placed in the incorrect load.

The *All American* 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 him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the *All American* on a worldwide basis.

In January 2013, the inventor contracted product management services leader Innovation Direct™ to represent the *All American* 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 *All American* 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).

