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Courtesy Ring Invention In Search of Licensee

An innovative new product designed to alleviate a common household unpleasantness, the ***Courtesy Ring***, has been developed by Donald Cornish of Ledyard, Connecticut. The invention’s unique design enables its users to effectively eliminate the odors normally associated with the bathroom.

One of the relatively harmless but still annoying quirks of cohabitating with others is having to tolerate the odors associated with waste when the bathroom is utilized. Usually the concept of the “courtesy flush” is utilized to insure that waste does not sit for long periods in the toilet, which normally allows unpleasant smells to spread. However, especially in a home where multiple people reside, the expenses related to water usage can quickly escalate when this practice is followed.

With this in mind, the ***Courtesy Ring*** has been conceived. The ***Courtesy Ring*** will be considerably easy to use and can be implemented on virtually any model of toilet. The product will also be environmentally conscious, adding to its appeal. Additionally, it eliminates the need for extra flushing, thereby saving its users water over time.

The inventor of the ***Courtesy Ring*** has developed a working prototype of the invention that has been utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

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

In February 2013, Mr. Cornish contracted product management services leader Innovation Direct™ to represent the ***Courtesy Ring*** 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 ***Courtesy Ring*** 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.