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Columbus Itch Scratcher Invention In Search of Licensee

An innovative new product designed to provide its users with a convenient manner of scratching a difficult to reach area, the ***Columbus Itch Scratcher***, has been developed by Jim Columbus of Sarasota, Florida. The invention's unique design provides its users with a comfortable way to thoroughly alleviate the discomfort of itching.

When it comes to physical comforts, there is a unique pleasure and relief from being able to effectively scratch an area that is particularly itching. This of course is a simple enough exercise on easy-to-reach areas of the body but becomes a different proposition when the spot presents much more of a physical challenge. It is a particularly difficult task for those who have physical limitations stemming from conditions or advanced age.

With this in mind, the ***Columbus Itch Scratcher*** has been conceived. The ***Columbus Itch Scratcher*** eliminates the need for other ineffective and sometimes physically awkward attempts to accomplish the same goal. The product will also be easy to implement in any room in a home and begin using. Additionally, the ***Columbus Itch Scratcher*** can be fabricated in different lengths and molded from a variety of possible materials. Furthermore, it will be competitively priced, adding to its appeal.

The ***Columbus Itch Scratcher*** 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 personal accessories industry are currently being targeted as candidates to eventually commercialize the ***Columbus Itch Scratcher*** on a worldwide basis.

In February 2013, Mr. Columbus contracted product management services leader Innovation Direct™ to represent the ***Columbus Itch Scratcher*** 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 ***Columbus Itch Scratcher*** 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.