

# INNOVATION DIRECT™

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## *Portable Toilet Seat Lifter Invention In Search of Licensee*

A simple yet functional new product designed to effectively address a common household annoyance, the ***Portable Toilet Seat Lifter***, has been developed by Eleanor Murray of West Palm Beach, Florida. The invention's unique design enables its users to easily and effortlessly lift up a toilet seat.

In today's highly germ conscious society, it seems that there is an ever increasing hypersensitivity to the use of public bathrooms. Because of the prevailing conditions within them, it's indisputable that these areas do serve as a fertile ground for the constant transmission of bacteria and germs. Therefore, any product that offers the potential to eliminate the need to engage in a common task within the bathroom that carries a great likelihood of contamination would probably be viewed with great interest.

With this in mind, the ***Portable Toilet Seat Lifter*** has been conceived. The ***Portable Toilet Seat Lifter's*** proprietary features eliminate the need for someone to have to come into direct contact with the toilet seat. Additionally, it helps to effectively eliminate the spread of germs and bacteria. Furthermore, the ***Portable Toilet Seat Lifter*** will help to curb the common problem of toilet seats being left up. The product will be exceedingly easy to operate for anyone, regardless of age.

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

Ms. Murray now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize ***Portable Toilet Seat Lifter*** on a worldwide basis.

In April 2013, Ms. Murray contracted product management services leader Innovation Direct™ to represent ***Portable Toilet Seat Lifter*** 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 ***Portable Toilet Seat Lifter*** 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).