

INNOVATION DIRECT™

“Our Success is Patented™”

Scuff E-Z Invention In Search of Licensee

A simple new product designed to serve as an effective floor care accessory, the **Scuff E-Z**, has been developed by Juan Wilson of Stone Mountain, Georgia. The invention's unique design provides its users with a safe and convenient method of keeping a floor in optimally clean condition.

It seems that the proper maintenance of floors can be an equally challenging proposition in both residential and commercial settings. This is due in large part to the sheer amount of traffic that a floor must endure daily, whether it is from humans, pets, or good old-fashioned inanimate objects that are moved across it. Scuffs and other blemishes can sometimes require an investment in time and considerable “elbow grease” to remove, and can also lead to the section that has been treated being blocked off to use for a certain period of time, creating an additional inconvenience. With as much hassle as these floor-related problems can sometimes present, any product that offers a potential to make the entire process significantly easier will likely be viewed with great interest.

With precisely this in mind, the **Scuff E-Z** has been conceived. The **Scuff E-Z** will be easy and comfortable to handle and use. The **Scuff E-Z** will also save its users considerable time and effort when compared to current methods utilized to remove marks from flooring. Additionally, the product does not cause any scratch marks or other damage to the floors it used on and eliminates the need to cordon off large sections after stain removal, such as when mops are used.

The inventor of the **Scuff E-Z** has developed a prototype that has been utilized with success. The **Scuff E-Z** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Wilson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the floor care accessories industry are currently being targeted as candidates to eventually commercialize the **Scuff E-Z** on a worldwide basis.

In May 2013, Mr. Wilson contracted product management services leader Innovation Direct™ to represent the **Scuff E-Z** 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 **Scuff E-Z** 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.