

# INNOVATION DIRECT™

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## *Thomas All Purpose Hygiene Accessory Invention In Search of Licensee*

An innovative and highly useful new product that helps insure its users achieve an optimal level of personal hygiene, the ***Thomas All Purpose Hygiene Accessory***, has been developed by Genus Thomas of Lansing, Michigan. The invention's unique design enables its users to have convenient and easy access to a method of thoroughly cleaning themselves when on the go.

With the increasingly hectic pace that our lives seem to move at, it sometimes seems as if there is barely any time for addressing even basic necessities. This can even extend to our own personal care, as many find themselves taking shortcuts with personal hygiene practices for example. Taking this into account, any product that offers the potential to assure its users that they can be fresh and clean whenever they are on the go with very little effort will likely be met with great interest.

To this end, the ***Thomas All Purpose Hygiene Accessory*** has been developed. The ***Thomas All Purpose Hygiene Accessory*** will be made available in a convenient and functional size for adults. The product helps prevent germs, bacteria, and potential infections and diseases. Additionally, the ***Thomas All Purpose Hygiene Accessory*** will be conveniently portable to any location. Furthermore, the ***Thomas All Purpose Hygiene Accessory*** will be competitively priced, adding to its appeal.

The ***Thomas All Purpose Hygiene Accessory*** is currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Thomas All Purpose Hygiene Accessory*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal hygiene products industry are currently being targeted as candidates to eventually commercialize the ***Thomas All Purpose Hygiene Accessory*** on a worldwide basis.

In June 2013, Mr. Thomas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Thomas All Purpose Hygiene Accessory*** 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 World of Concrete 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 ***Thomas All Purpose Hygiene Accessory*** 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).