

INNOVATION DIRECT™

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The Starks Sleeve Invention In Search of Licensee

An innovative new product designed to provide an effective solution to a common household cleanliness problem, *The Starks Sleeve*, has been developed by Cheryl Starks of Hope, Indiana. The invention's unique design insures that the air quality in rooms with ceiling fans is at an optimal level.

It seems that many of the products around a home that provide us convenience also bring along with them some maintenance tasks that are required to keep them operating at optimal efficiency. Ceiling fans are certainly an illustrative example, as they serve a valuable purpose yet must be kept clean in order to both perform their primary function properly and to preserve the cleanliness of the environment around them.

With this in mind, *The Starks Sleeve* has been conceived. *The Starks Sleeve* provides a pleasant aroma when in use. Through its proprietary features, the product will significantly reduce the amount of contaminated air within a home. Additionally, it will be considerably easy to activate when desired and requires virtually no maintenance on the part of the user. *The Starks Sleeve* also will be very cost-effectively priced, adding to its appeal.

The Starks Sleeve is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Starks now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize *The Starks Sleeve* on a worldwide basis.

In March 2013, Mrs. Starks contracted product management services leader Innovation Direct™ to represent *The Starks Sleeve* 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 Starks Sleeve* 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.