

INNOVATION DIRECT™

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Pie Rack Invention In Search of Licensee

An innovative new product designed to provide a useful and highly functional addition to a refrigerator, the ***Pie Rack***, has been developed by Nancy Holsing of Hephzibah, Georgia. The invention's unique design provides its users with a designated area in which to place pies.

While the end result of a well baked pie is usually a house full of happy family members and guests, the preparation of the delicacy and the appropriate storing of it in order to insure that it retains optimal freshness and taste is usually a bit cumbersome. Not only does a certain amount of work go into the initial stages, but finding the necessary room in a refrigerator to store the pies can become quite a challenge.

With this in mind, the ***Pie Rack*** has been conceived. The ***Pie Rack*** will allow the rest of the refrigerator to be utilized freely. The product takes up minimal space while still effectively serving its intended purpose. Additionally, it will keep kitchen countertops and refrigerators organized. The ***Pie Rack*** also will be easy to install in virtually any refrigerator with minimal effort and will be made from highly durable materials, making it a wise investment.

The ***Pie Rack*** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Holsing 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 ***Pie Rack*** on a worldwide basis.

In March 2013, Mrs. Holsing contracted product management services leader Innovation Direct™ to represent the ***Pie Rack*** 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 ***Pie Rack*** 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.