

# INNOVATION DIRECT™

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## *Tucko Guard Invention In Search of Licensee*

An innovative new product designed to provide a more sanitary environment in bathrooms, the ***Tucko Guard***, has been developed by Valerie Tucker of Gary, Indiana. The invention's unique design enables it to greatly reduce the chances of germ transmission when utilizing bathrooms, especially those in public areas.

In today's society there is undoubtedly a heightened sensitivity to the potential for infection and illness due to bacteria and germ proliferation. This has led to the birth of a host of new products designed to provide the consumer with both protection and peace of mind with respect to their health. One specific area that has been particularly identified as a potential breeding ground for these undesirable organisms is the average toilet, especially those in commercial settings that are utilized by a wide variety of people.

With these types of concerns in mind, the ***Tucko Guard*** has been conceived. The ***Tucko Guard*** will help to prevent potentially serious contamination resulting from bacteria and germ transmissions. It will provide priceless peace of mind when utilizing the bathroom. Furthermore, the ***Tucko Guard*** will be made to fit differently shaped toilet seats and made available in a wide variety of colors to suit different tastes and decor. The ***Tucko Guard*** will also be conveniently disposable after use and competitively priced, adding to its appeal.

Mrs. Tucker 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 ***Tucko Guard*** on a worldwide basis.

In June 2013, Mrs. Tucker contracted product management services leader Innovation Direct™ to represent ***Tucko Guard*** 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 ***Tucko Guard*** 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).