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Yess Soother Invention In Search of Licensee

A simple yet functional new product designed to effectively address a common hair care problem, the **Yess Soother**, has been developed by Felicia Molette of Detroit, Michigan. The invention’s unique design provides its users with an effective method of dealing with an annoying side effect of sporting a hair weave or sewn-in hair.

There are a wide variety of hair care and styling options in existence, and the use of hair weaves or sewn-in hair is certainly one of the most popular. Many salons can attribute a significant portion of their business to these procedures and their popularity seems to show no sign of decreasing. However, as with many other things that are largely positive, there are some inherent difficulties for those who prefer these types of hair styles.

With these challenges in mind, the **Yess Soother** has been conceived. The **Yess Soother**’s proprietary features allow its users to relieve itching on the scalp without undoing or moving tracks out of place. Additionally, it will be made available in a variety of designs to suit individual tastes. Furthermore, the **Yess Soother** will be competitively priced, adding to its appeal, and will also be comfortable and safe to use on a scalp.

The inventor of the **Yess Soother** has developed a working prototype that has been utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

Ms. Molette now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair care accessories industry are currently being targeted as candidates to eventually commercialize **Yess Soother** on a worldwide basis.

In March 2013, Ms. Molette contracted product management services leader Innovation Direct™ to represent **Yess Soother** 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 **Yess Soother** 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.