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All In One Shaving Kit Invention In Search of Licensee

An innovative new product designed to provide its users with a simple yet valuable personal accessory when on the road, the *All In One Shaving Kit*, has been developed by inventor Pedro Hernandez of West Park, Florida. The invention's unique design enables it to serve as a multi-purpose product that will be of particular value to travelers.

The *All In One Shaving Kit's* compact size will make it easily and comfortably portable. The product provides its users with the peace of mind that they can look presentable at a moment's notice. Additionally, the *All In One Shaving Kit* will be competitively priced, adding to its appeal.

The inventor of the *All In One Shaving Kit* has developed a working prototype that he has utilized with success. The invention is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the *All In One Shaving Kit* now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the toiletries industry are currently being targeted as candidates to eventually commercialize the *All In One Shaving Kit* on a worldwide basis.

In July 2013, Mr. Hernandez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *All In One Shaving Kit* 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 *All In One Shaving Kit* 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.