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Chef's Mate Invention In Search of Licensee

A simple yet effective new product designed to address a common cooking-related problem, the *Chef's Mate*, has been developed by Robert Waltke of Glen Oaks, New York. The invention's unique design greatly simplifies the tying of meats when preparing roasts and other dishes.

Those who spend a considerable amount of time in a kitchen involved in food preparation are very familiar with the amount of rather cumbersome and time-consuming work that goes into creating an aesthetically and palate pleasing meal. The reality is that although the end product may often look like a work of art, the process to achieve that result is usually less than glamorous and sometimes frustrating and tiring. Therefore, any product that offers the potential to effectively improve and streamline the preparation of certain meals would likely be viewed with substantial interest.

With this in mind, the *Chef's Mate* has been conceived. The *Chef's Mate* will be easy and comfortable to use. The *Chef's Mate* will also convert a normally messy and cumbersome job into a much easier task. Additionally, the *Chef's Mate*, through its proprietary features, will help its users save considerable time and eliminate frustration. Furthermore, it will be made from durable materials, making it a wise long-term investment.

The inventor of the *Chef's Mate* has developed a prototype that has been utilized with success. The *Chef's Mate* is also in patent pending status with the United States Patent and Trademark Office.

Mr. Waltke now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the kitchen accessories industry are currently being targeted as candidates to eventually commercialize the *Chef's Mate* on a worldwide basis.

In May 2013, Mr. Waltke contracted product management services leader Innovation Direct™ to represent the *Chef's Mate* 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 *Chef's Mate* 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.