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Klean Sweep Nail Brush Invention In Search of Licensee

An innovative new product designed to effectively address a common health concern, the ***Klean Sweep Nail Brush***, has been developed by Kisha Smith of Chicago, Illinois. The invention's unique design provides those who handle food with a convenient and efficient method of insuring they are not spreading bacteria.

In this age of considerable and justifiable preoccupation with the spread of often fatal illnesses, a host of new products have been developed that attempt to significantly reduce the chances of contamination. One of the most potentially fertile environments for bacteria is in the kitchen, whether residential or commercial. There is always a high probability of inadvertent cross contamination when raw, uncooked food materials are being handled without barriers, an action that bring about potentially deadly consequences.

To this end, the ***Klean Sweep Nail Brush*** has been developed. The ***Klean Sweep Nail Brush*** will be instrumental in preventing food borne illnesses. The product will be fabricated from fully recyclable and biodegradable materials. Additionally, the ***Klean Sweep Nail Brush's*** proprietary features enable it to offer a comfortable grip to its users. It will also be competitively priced, adding to its appeal.

The ***Klean Sweep Nail Brush*** is currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Klean Sweep Nail Brush*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal hygiene accessories industry are currently being targeted as candidates to eventually commercialize the ***Klean Sweep Nail Brush*** on a worldwide basis.

In July 2013, Mrs. Smith contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Klean Sweep Nail Brush*** 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 ***Klean Sweep Nail Brush*** 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.