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Lotto Scratch Invention In Search of Licensee

A simple yet effective new product designed to serve as a handy accessory to avid lottery players, the **Lotto Scratch**, has been developed by Darryl Reed of Germantown, Tennessee. The invention's unique design enables its users to leverage the most efficient method of scratching off lotto cards.

Lottery "scratch off" games lure in millions of participants daily around the country with their promise of instant, and essentially effortless, winnings. The only thing asked of the participants is a modest investment and the minor effort involved in scratching off the ticket to reveal whether luck is on their side or not on that particular occasion. Although certainly not a major hindrance, the latter part can sometimes become momentarily challenging to accomplish when there is not a coin or other similar object easily within reach to rub against the designated areas of the card.

With this in mind, the **Lotto Scratch** has been conceived. The **Lotto Scratch** will be lightweight and comfortably portable, making it a natural fit to take on trips to buy lottery tickets. Furthermore, the **Lotto Scratch** will be comfortable and thoroughly unobtrusive to use. Its ease of use will help promote more playing of the lottery among its users and it will be cost effectively priced, adding to its appeal.

The **Lotto Scratch** is currently in patent pending status with the United States Patent and Trademark Office.

Mr. Reed now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the lottery gameplay accessories industry are currently being targeted as candidates to eventually commercialize **Lotto Scratch** on a worldwide basis.

In June 2013, Mr. Reed contracted product management services leader Innovation Direct™ to represent **Lotto Scratch** 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 **Lotto Scratch** 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.