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Slip Slider Invention In Search of Licensee

An innovative new product designed to address a common household furniture need, the ***Slip Slider***, has been developed by inventor Catherine Hampton of Indianapolis, Indiana. The invention's unique design offers its users an eye catching and creative accessory for their chairs.

The ***Slip Slider*** provides consumers with a much more attractive alternative to conventional chair slip covers. The product will be offered in a variety of styles and colors to suit different room decor. Additionally, the ***Slip Slider*** enables chairs it is used on to look like new without the related expense of an actual purchase. Furthermore, it will offers simple and quick installation and will be competitively priced, adding to its appeal.

The inventor of the ***Slip Slider*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household furniture product industry are currently being targeted as candidates to eventually commercialize the ***Slip Slider*** on a worldwide basis.

In July 2013, Mrs. Hampton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Slip Slider*** 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 ***Slip Slider*** 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.