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Steel Serts Invention In Search of Licensee

A simple yet effective new product designed to provide its users with an effective and often-needed accessory, *Steel Serts*, has been developed by Brian Russell of Windsor, Connecticut. The invention's unique design insures that its users can have access to properly accessorized footwear at any time.

Construction sites, with the high number of inherent dangers they present, are deserving of the heavy regulation that surrounds them. There are certainly safety precautions that are mandatory in these types of settings, with the appropriate type of footwear being one of the most important. As a rule, steel-toed shoes must be worn by construction workers in order to avoid potentially serious injury.

With this in mind, *Steel Serts* has been conceived. *Steel Serts* will be highly adaptable as needed. Additionally, it will be considerably durable yet comfortable to wear. Furthermore, *Steel Serts* helps insure that its users are always in compliance with the footwear requirements of various construction settings. It will also be competitively priced, adding to its appeal.

Steel Serts is in patent pending status with the United States Patent and Trademark Office. The inventor has also developed a working prototype of *Steel Serts* which is available for review under the appropriate terms and conditions of confidentiality.

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

In March 2013, Mr. Russell contracted product management services leader Innovation Direct™ to represent *Steel Serts* 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 *Steel Serts* 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.