

# INNOVATION DIRECT™

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## *The Relaxer Invention In Search of Licensee*

An innovative new product designed to provide its users with a thoroughly effective tool for relaxation when in the shower, ***The Relaxer***, has been developed by James Heimberger, Jr. of Antioch, Tennessee. The invention's unique design provides its users with a highly functional product that offers multiple benefits.

In today's increasing hectic world, moments of relaxation seem to be more and more infrequent, so any opportunities to “forget about the world” for at least a few minutes are usually cherished. Bath time has always had a generally positive vibe to it, as it has been considered an opportunity to unwind for adults and a chance for a little frolic and fun for young children. With this in mind, any accessories that have held the promise of enhancing and making the entire experience that much more pleasant and carefree have usually been very well received by consumers.

To this end, ***The Relaxer*** has been developed. ***The Relaxer*** allows its users to relax their head while in the shower in a comfortable and safe manner. Furthermore, an additional design option will provide an important safety component when bathing small children. Additionally, ***The Relaxer*** will be made from durable materials, making it a wise investment. It will also be competitively priced, adding to its appeal.

***The Relaxer*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of ***The Relaxer*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom accessories are currently being targeted as candidates to eventually commercialize ***The Relaxer*** on a worldwide basis.

In July 2013, Mr. Heimberger contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Relaxer*** 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 ***The Relaxer*** 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](mailto:MR@innovationdirectonline.com).