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Tuck Away Heel Shoe Invention In Search of Licensee

An innovative new footwear product targeted at female consumers everywhere, the ***Tuck Away Heel Shoe***, has been developed by Elsa N. Salinas of Rio Grande City, Texas. The invention's unique design provides its users with a highly functional and versatile shoe that can be used in multiple situations.

Female consumers typically have the reputation of being prolific procurers of shoes, and there may be some general statistical evidence to support this notion. However, as much as women may enjoy perusing and purchasing various types and styles of footwear, there is no denying that all consumers, regardless of gender, gravitate towards products that can save them money in some fashion. Additionally, the aforementioned attraction aside, many women do grow tired of the discomfort that even the most fashionable of high heel shoes can present when worn for extended periods.

With these types of things in mind, the ***Tuck Away Heel Shoe*** has been developed. The ***Tuck Away Heel Shoe*** allows its users to enjoy a shoe that is both comfortable and stylish. The product also eliminates the need to carry an extra pair of flats when wearing high heels. Additionally, the ***Tuck Away Heel Shoe*** provides consumers with two shoes within one, a feature which will make it extremely attractive and will save its users money over time. It will also be competitively priced, adding to its appeal.

The inventor of the ***Tuck Away Heel Shoe*** has developed a working prototype that has been utilized with success. The product is also in patent pending status with the United States Patent and Trademark Office.

The inventor of the ***Tuck Away Heel Shoe*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the footwear accessories industry are currently being targeted as candidates to eventually commercialize the ***Tuck Away Heel Shoe*** on a worldwide basis.

In July 2013, Mrs. Salinas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tuck Away Heel Shoe*** 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 ***Tuck Away Heel Shoe*** 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.

