

INNOVATION DIRECT™

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Body Buffer Invention In Search of Licensee

An innovative new product intended to facilitate a thorough body cleansing when bathing, the **Body Buffer**, has been developed by Daniel Ulmer of Leechburg, Pennsylvania. The invention’s unique design enables its users to effortlessly obtain an optimal level of cleanliness.

The **Body Buffer** will be thoroughly comfortable and safe for the skin of its users. The product will save its users time when cleaning. Additionally, the **Body Buffer’s** proprietary features allow for easy access of hard-to-reach areas of the body. It will also be easy to fill with soap as needed. Furthermore, it eliminates the problem of having body wash go to waste and will be competitively priced, adding to its appeal.

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

Mr. Ulmer now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathing and personal hygiene products industry are currently being targeted as candidates to eventually commercialize the **Body Buffer** on a worldwide basis.

In August 2013, Mr. Ulmer contracted product management services leader Innovation Direct™ to represent the **Body Buffer** 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 the **Body Buffer** 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.