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Dust Stopper Invention In Search of Licensee

An innovative new product designed to effectively address a common cleanliness problem around a home or business, the ***Dust Stopper***, has been developed by co-inventors James Harvey of Toledo, Ohio and Kevin Gillespie of Fayetteville, Georgia. The invention's unique design offers its users an efficient and virtually effortless method of keeping ceiling fan blades from accumulating dust.

The ***Dust Stopper*** will be offered in a variety of sizes to accommodate different types of ceiling fans. The product's proprietary features enable it to be easily replaced when necessary. Additionally, the ***Dust Stopper*** will help catch loose particles in air and keep the environment in a room cleaner. Furthermore, it will be competitively priced, adding to its appeal.

The ***Dust Stopper*** is also in Patent Pending status within United States Patent and Trademark Office.

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

In August 2013, Mr. Harvey and Mr. Gillespie contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Dust Stopper*** 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 ***Dust Stopper*** 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.