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Marla’s Specialty Flip Flops Invention In Search of Licensee

An innovative new product designed to provide eye-catching functionality to a commonly used footwear accessory, the *Marla’s Specialty Flip Flops*, has been developed by Marla Handy of Stockton, California. The invention's unique design enables its users to carry the image of a loved one wherever they go.

The *Marla’s Specialty Flip Flops* will be thoroughly comfortable and unobtrusive to wear. The product will be easy to apply on any shoe. Additionally, the *Marla’s Specialty Flip Flops* will be made available in a variety of colors and styles to suit individual tastes. Furthermore, it will be made from durable materials and competitively priced, adding to its appeal.

The inventor of the *Marla’s Specialty Flip Flops* has also developed a prototype that has been utilized with success.

Mrs. Handy 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 *Marla’s Specialty Flip Flops* on a worldwide basis.

In September 2013, Mrs. Handy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Marla’s Specialty Flip Flops* 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 *Marla’s Specialty Flip Flops* 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.