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Genuine Thunderwear Invention In Search of Licensee

An innovative new product designed to serve as a comfortable yet functional piece of attire for those that are overweight, the ***Genuine Thunderwear***, has been developed by Daryl Dahlquist of Kent, Washington. The invention's unique design provides its users with a number of features that will support the specialized physical needs of those that have particularly large abdominal areas.

The ***Genuine Thunderwear*** can be used equally effectively as sleepwear or athletic attire. Additionally, the ***Genuine Thunderwear*** will be designed to effectively hold abdominal hernias in. The product will be fabricated from flexible yet durable elastic, providing the optimal combination of support and comfort. Furthermore, the ***Genuine Thunderwear*** will be competitively priced, adding to its appeal.

A prototype of the ***Genuine Thunderwear*** is currently in development by the inventor. The ***Genuine Thunderwear*** is also the subject of **Utility Patent 8,615,815 B2** within the United States Patent and Trademark Office.

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

In September 2013, Mr. Dahlquist contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Genuine Thunderwear*** 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 ***Genuine Thunderwear*** 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.