



“Our Success is Patented™”

Hide Away Smoke Room Invention In Search of Licensee

An innovative new product designed to address a common health-related concern, the ***Hide Away Smoke Room***, has been developed by Arthur Wilson of Memphis, Tennessee. The invention’s unique design provides its users with an effective method of preventing non-smokers from being exposed to second-hand smoke.

The issue of smoking in public areas has been acutely scrutinized over the last decade in particular, and considerable measures have been put in place to curb the practice. For example, government buildings, many private workplaces, and a considerable number of other types of commercial establishments have prohibited smoking altogether on their premises. While this type of legislation certainly benefits non-smokers, the reality is that tobacco products continue to be legal in and of themselves. As such, cigarettes and cigars are still purchased by a substantial number of consumers. Given the fact that those who engage in it typically do so in habitual fashion, a need definitely exists for smoking to be able to transpire in a controlled area where it will not affect others in the vicinity.

With this in mind, the ***Hide Away Smoke Room*** has been conceived. The ***Hide Away Smoke Room*** will make any outing in which there are smokers present much more pleasant for all involved. Additionally, it will be easy to set up and conveniently portable. Furthermore, the ***Hide Away Smoke Room*** will provide non-smokers with peace of mind and a clean respiratory environment around those who smoke. By doing so, the product effectively allows smokers to enjoy cigarettes or other tobacco products without hassle or fear of alienating or annoying non-smokers. The ***Hide Away Smoke Room*** will also be competitively priced and made available in different designs for different settings, adding to its appeal.

Mr. Wilson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the smoking control accessories industry are currently being targeted as candidates to eventually commercialize ***Hide Away Smoke Room*** on a worldwide basis.

In June 2013, Mr. Wilson contracted product management services leader Innovation Direct™ to represent ***Hide Away Smoke Room*** 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 ***Hide Away Smoke Room*** 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.

