

INNOVATION DIRECT™

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Insta-Soft Invention In Search of Licensee

An innovative new product designed to provide a normally expensive service at a fraction of its normal cost, the ***Insta-Soft***, has been developed by Martin Flood of Beaver, Utah. The invention's unique design offers its users an efficient method of obtaining soft water.

The ***Insta-Soft*** will save its users considerable amounts of money on expensive soft water conversions. The product can work equally well in recreational vehicles and motor homes. Additionally, the ***Insta-Soft*** will be relatively easy to install in virtually any shower. Furthermore, it will be competitively priced, adding to its appeal.

The ***Insta-Soft*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In July 2013, Mr. Flood contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Insta-Soft*** 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 ***Insta-Soft*** 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.