

INNOVATION DIRECT™

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Kastanas Unique Umbrella Invention In Search of Licensee

An innovative new product intended to effectively address some of the common problems with conventional umbrellas, the ***Kastanas Unique Umbrella***, has been developed by Julie Ann Kastanas of Davie, Florida. The invention’s unique design provides its users with a dependable and creative item that also serves the purpose of protecting them from the elements.

The ***Kastanas Unique Umbrella*** will boast windproof construction, thereby guarding against the possibility of it turning inside out when used in inclement weather. It will also be expansive enough to fit two people. Additionally, the ***Kastanas Unique Umbrella*** will be comfortable to handle, even in formidable winds or rain. Furthermore, it will be made available in a variety of cheerful and whimsical styles and designs to appeal to a wide range of consumers. The ***Kastanas Unique Umbrella*** will also be fabricated from durable materials and competitively priced, making it a wise investment overall.

The ***Kastanas Unique Umbrella*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Kastanas now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the umbrella products industry are currently being targeted as candidates to eventually commercialize the ***Kastanas Unique Umbrella*** on a worldwide basis.

In September 2013, Mrs. Kastanas contracted product management services leader Innovation Direct™ to represent the ***Kastanas Unique Umbrella*** 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 the ***Kastanas Unique Umbrella*** 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.