

# INNOVATION DIRECT™

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## *Keep It Up Invention In Search of Licensee*

A simple yet functional new product designed to address a common problem related to clothing, the ***Keep It Up***, has been developed by Charles Price of East Haddam, Connecticut. The invention’s unique design enables it users to effectively correct problems related to broken or malfunctioning zippers on clothing.

The ***Keep It Up*** will eliminate embarrassing instances of zippers being down. The product will be easy and comfortable to operate and will lend itself well to a variety of design options. Additionally, the ***Keep It Up*** will be competitively priced, adding to its appeal.

The ***Keep It Up*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Price 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 ***Keep It Up*** on a worldwide basis.

In July 2013, Mr. Price contracted product management services leader Innovation Direct™ to represent the ***Keep It Up*** 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 ***Keep It Up*** 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](mailto:MR@innovationdirectonline.com).