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Nail Polish Brush Extender Invention In Search of Licensee

An innovative new product designed to address a common annoyance related to a popular cosmetics item, the ***Nail Polish Brush Extender***, has been developed by Lori Rigato of Brighton, Michigan. The invention’s unique design enables it to serve as a simple yet functional accessory for nail polish users.

The ***Nail Polish Brush Extender*** eliminates the need to tip the bottle to access nail polish. By doing so, the product reduces the chances of accidentally spilling the bottle’s contents. Additionally, the ***Nail Polish Brush Extender*** will be exceedingly easy to utilize, requiring no extra effort from the user. The ***Nail Polish Brush Extender*** will also be competitively priced, adding to its appeal.

The ***Nail Polish Brush Extender*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Rigato now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the cosmetics products industry are currently being targeted as candidates to eventually commercialize ***Nail Polish Brush Extender*** on a worldwide basis.

In August 2013, Mrs. Rigato contracted product management services leader Innovation Direct™ to represent the ***Nail Polish Brush Extender*** 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 ***Nail Polish Brush Extender*** 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.