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Nubbies Invention In Search of Licensee

An innovative new product designed to simplify a widely used practice in today’s age of digital communication, the **Nubbies**, has been developed by Charlotte Gardner of Nanticoke, Pennsylvania. The invention’s unique design provides its users with a comfortable and effective way to text message accurately and quickly.

The **Nubbies** will enable texting to be a much more efficient and less cumbersome proposition, particularly for those users with long nails. Furthermore, the **Nubbies** will be made available in a variety of colors to suit individual preferences. Additionally, the product will be worn comfortably as a ring when not used for its main intended purpose. The **Nubbies** will also be fabricated from durable and flexible materials and competitively priced, adding to its appeal.

The **Nubbies** is currently in Patent Pending status within the United States Patent and Trademark Office

Mrs. Gardner now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the cell phone accessories industry are currently being targeted as candidates to eventually commercialize the **Nubbies** on a worldwide basis.

In September 2013, Mrs. Gardner contracted product management services leader Innovation Direct™ to represent the **Nubbies** 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 **Nubbies** 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.