

# INNOVATION DIRECT™

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## ***Pony Tail and Barrette Holder Invention In Search of Licensee***

An innovative new product designed to effectively address a simple but common hair care problem, the ***Pony Tail and Barrette Holder***, has been developed by Angela Brown of Baltimore, Maryland. The invention's unique design provides its users with a convenient method of preventing pony tail bands and barrettes from getting tangled.

As with many other areas of the beauty products segment, hair care features a wide variety of accessories that are available to consumers. Two very common examples are pony tail bands and barrettes, which are extensively used by girls and women alike. One of the prevalent annoyances related to the storage of these items is their tendency to become intertwined and tangled among themselves, causing a delay when trying to access them for use.

With this in mind, the ***Pony Tail and Barrette Holder*** has been conceived. The ***Pony Tail and Barrette Holder*** saves its users considerable time and hassle when attempting to access pony tail holders and barrettes. Additionally, it will be easy to set up in any room and conveniently portable. Furthermore, the ***Pony Tail and Barrette Holder*** will be competitively priced, adding to its appeal.

The inventor of the ***Pony Tail and Barrette Holder*** has developed a prototype that has been utilized with success. The ***Pony Tail and Barrette Holder*** is also in patent pending status with the United States Patent and Trademark Office.

Ms. Brown now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair care accessories industry are currently being targeted as candidates to eventually commercialize the ***Pony Tail and Barrette Holder*** on a worldwide basis.

In April 2013, Ms. Brown contracted product management services leader Innovation Direct™ to represent the ***Pony Tail and Barrette Holder*** 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 ***Pony Tail and Barrette Holder*** 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).