

# INNOVATION DIRECT™

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## *Table-Wine Rack Invention In Search of Licensee*

An innovative new accessory designed to serve as a versatile and aesthetically pleasing wine storage product, the **Table-Wine Rack**, has been developed by Deloris Dixon-Shackelford of Chicago, Illinois. The invention's unique design allows it to function equally well in a variety of rooms within a home or apartment.

The **Table-Wine Rack** can be fabricated from a number of elegant and durable woods or wrought iron. It helps its users maintain a neat and organized home environment. Additionally, the **Table-Wine Rack** provides valuable functionality by serving multiple purposes and providing ample storage space. The product will add a touch of class to any room it is placed in and will be made from durable materials, making it a wise investment. Furthermore, the **Table-Wine Rack** will be competitively priced, adding to its appeal.

The inventor of the **Table-Wine Rack** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the **Table-Wine Rack** on a worldwide basis.

In August 2013, Mrs. Dixon-Shackelford contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Table-Wine Rack** 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 World of Concrete 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 **Table-Wine Rack** 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).