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Ionizer Invention In Search of Licensee

An innovative new product designed to serve as a valuable energy saving device in a home, the ***Ionizer***, has been developed by Ion Baleanu of Middleboro, Massachusetts. The invention's unique design enables it to effectively keep any area it is installed in free of foul odors while also conserving energy.

The ***Ionizer's*** proprietary features enable it to save its users considerable money in energy costs by only activating when necessary. Additionally, the ***Ionizer*** will be easy to install due to its design. Furthermore, the ***Ionizer*** can be implemented in a wide variety of residential and commercial settings, as well as in vehicles such as tour buses. The ***Ionizer*** will also be instrumental in helping to prevent mold and mildew build-up stemming from extended showers. The product will also be competitively priced, adding to its appeal.

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

In September 2013, Mr. Baleanu contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Ionizer*** 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 ***Ionizer*** 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.