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Toe Protectors Invention In Search of Licensee

An innovative new product designed to effectively address a common household problem, the *Toe Protectors*, has been developed by Wilma Powell of East St. Louis, Illinois. The invention's unique design greatly alleviates the physical impact normally felt when one stubs their toe on furniture legs.

The *Toe Protectors* will be easy to implement on a number of different household furniture pieces. The product will be made available in a variety of colors to suit individual tastes. Additionally, the *Toe Protectors* will prevent painful injuries to the toes stemming from crashing into furniture. Furthermore, the *Toe Protectors* will be competitively priced, adding to its appeal.

The inventor has developed a working prototype of the *Toe Protectors* that has been utilized with success over the years.

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

In August 2013, Mrs. Powell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Toe Protectors* 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 *Toe Protectors* 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.