

# INNOVATION DIRECT™

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## *Cake Slicer Invention In Search of Licensee*

An innovative new product designed to make a common food-related task easier, the *Cake Slicer*, has been developed by Olivia Johnson of Columbus, Mississippi. The invention's unique design enables its users to conveniently and quickly cut slices of cake.

The *Cake Slicer* boasts proprietary features that allow it to save significant time for its users when slicing as compared to other methods. Additionally, the *Cake Slicer* will eliminate the hassle of having to clean a messy knife after cutting a cake. Furthermore, the *Cake Slicer* will be easy to store when not in use. It will also be cost effectively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Johnson 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 *Cake Slicer* on a worldwide basis.

In September 2013, Mrs. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Cake Slicer* 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 *Cake Slicer* 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).