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Doris’s Weed Eater Invention In Search of Licensee

An innovative new product designed to put a simple yet convenient twist on a commonly used lawn and garden accessory, the ***Doris’s Weed Eater***, has been developed by Doris Roberts of East Liverpool, Ohio. The invention's unique design significantly enhances the functionality of a conventional weed eater.

The ***Doris’s Weed Eater’s*** proprietary features enable its users to expand the opportunities they have to utilize it. Additionally, the product will be easy and straightforward to operate. The ***Doris’s Weed Eater*** will also be compact and easy to store when not in use. Furthermore, it will be made durable materials and will be competitively priced, making it a wise investment and adding to its appeal.

The inventor of the ***Doris’s Weed Eater*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the lawn and garden products industry are currently being targeted as candidates to eventually commercialize the ***Doris’s Weed Eater*** on a worldwide basis.

In September 2013, Mrs. Roberts contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Doris’s Weed Eater*** 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 ***Doris’s Weed Eater*** 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.