

INNOVATION DIRECT™

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Ear Whips Invention In Search of Licensee

An innovative new product designed to serve an important function for those with pierced ears, the ***Ear Whips***, has been developed by Cassandra Reed of Gary, Indiana. The invention’s unique design allows its users to thoroughly and painlessly clean the inside of their pierced ear.

The ***Ear Whips*** will play an important role in preventing infection through its proprietary features. Additionally, the ***Ear Whips*** will be thin and flexible, making them easy to handle. Furthermore, the product will be comfortable and safe to utilize. The ***Ear Whips*** will also be competitively priced, adding to its appeal.

The ***Ear Whips*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Reed now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal health accessories industry are currently being targeted as candidates to eventually commercialize ***Ear Whips*** on a worldwide basis.

In September 2013, Mrs. Reed contracted product management services leader Innovation Direct™ to represent the ***Ear Whips*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Ear Whips*** 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.