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Hygienic Wipes Invention In Search of Licensee

An innovative new product designed to provide consumers with an important personal hygiene accessory, the ***Hygienic Wipes***, has been developed by Sabrina Jackson of East Orange, New Jersey. The invention’s unique design allows for users of either gender to enjoy freshness and cleanliness in the genital area.

The ***Hygienic Wipes*** will be designed to be both biodegradable and hypoallergenic. Furthermore, the ***Hygienic Wipes*** will be instrumental in preventing the spread of bacteria during and after sex. The product will also be pleasantly fragrant and easy and comfortable to apply on one’s genital regions. Additionally, it will be competitively priced, adding to its appeal.

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

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

In September 2013, Mrs. Jackson contracted product management services leader Innovation Direct™ to represent ***Hygienic Wipes*** 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 ***Hygienic Wipes*** 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.