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Insole Dr. Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to keeping footwear clean, the ***Insole Dr.***, has been developed by Larry Walls, Sr. of Chicago, Illinois. The invention's unique design enables its users to clean the interior of shoes effectively without some of the problems typically inherent in doing so.

The ***Insole Dr.*** effectively pulls dirt from the sole, giving shoes a thorough cleaning. The product will be easy to apply on any shoe. Additionally, the ***Insole Dr.*** helps extend the quality of life of footwear and provides a more hygienic experience for its users. Furthermore, it will be competitively priced, adding to its appeal.

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

Mr. Walls now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the footwear accessories industry are currently being targeted as candidates to eventually commercialize the ***Insole Dr.*** on a worldwide basis.

In October 2013, Mr. Walls contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Insole Dr.*** 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 ***Insole Dr.*** 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.