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Nail Caddy Invention In Search of Licensee

An innovative new product designed to provide its users with a convenient personal hygiene accessory, the *Nail Caddy*, has been developed by Dawn Ekovich of Randallstown, Maryland. The invention's unique design renders it a compact and diverse tool for addressing a variety of needs.

The *Nail Caddy* will be fabricated from lightweight materials, making it very convenient to transport to any restaurant or outing where it may be needed. Additionally, the *Nail Caddy* will help its users to keep their personal appearance and hygiene at an optimal level when eating. Furthermore, the *Nail Caddy* will lend itself well to other cleaning-related tasks as well. It will also be cost effectively priced, adding to its appeal.

The inventor of the *Nail Caddy* has developed a working prototype of the invention that has been utilized with success. The *Nail Caddy* is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Ekovich 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 the *Nail Caddy* on a worldwide basis.

In September 2013, Mrs. Ekovich contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Nail Caddy* 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 *Nail Caddy* 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.