

# INNOVATION DIRECT™

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## *Product Finishing Pump Invention In Search of Licensee*

An innovative new product designed to effectively address a common household problem, the ***Product Finishing Pump***, has been developed by Allen Kirkpatrick of Colorado Springs, Colorado. The invention's unique design enables its users to maximize the amount of container-based products they use.

The ***Product Finishing Pump*** will help its users save money by allowing them to maximize the contents of a bottle. The product will be easy to operate and use with a number of different containers of liquids and creams. Additionally, the ***Product Finishing Pump*** eliminates the need to attempt to extract product by shaking the container, which can easily lead to a mess. Furthermore, it will be competitively priced, adding to its appeal.

The ***Product Finishing Pump*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2013, Mr. Kirkpatrick contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Product Finishing Pump*** 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 ***Product Finishing Pump*** 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](mailto:MR@innovationdirectonline.com).