

INNOVATION DIRECT™

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Stay Sharp Invention In Search of Licensee

An innovative new product designed to enhance the functionality of a commonly used household item, the ***Stay Sharp***, has been developed by Lugean Franklin of Meigs, Georgia. The invention's unique design renders it an easier to use and more efficient version of a conventional can opener.

The ***Stay Sharp*** saves significant time and hassle for its users when opening canned food. The product will be fully adjustable for different can sizes. Additionally, the ***Stay Sharp*** will be easy and comfortable to operate, making it ideal for those who may have physical limitations with their hands. Furthermore, it will be made from durable materials and competitively priced, adding to its appeal.

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

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

In August 2013, Mr. Franklin contracted product management services leader Innovation Direct™ to represent the ***Stay Sharp*** 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 the ***Stay Sharp*** 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.