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Christensen Cloth Rack Invention In Search of Licensee

A simple yet functional new product designed to solve a common household problem, the ***Christensen Cloth Rack***, has been developed by Joe Christensen of University Place, Washington. The invention's unique design will insure that wet items such as rags and cloths are kept isolated.

The ***Christensen Cloth Rack*** will be easy to implement and begin using in any home. Additionally, the ***Christensen Cloth Rack*** eliminates the unpleasantness of wet or damp items causing odors and coming in contact with other pieces in a hamper. The product could potentially be made from lightweight yet durable material. Furthermore, the ***Christensen Cloth Rack*** will be competitively priced, adding to its appeal.

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

The inventor of the ***Christensen Cloth Rack*** 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 ***Christensen Cloth Rack*** on a worldwide basis.

In October 2013, Mr. Christensen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Christensen Cloth Rack*** 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 ***Christensen Cloth Rack*** 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.