

# INNOVATION DIRECT™

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## *Shower Pro Invention In Search of Licensee*

An innovative new product intended to add a functional twist to a frequently used bathing accessory, the ***Shower Pro***, has been developed by Robert Land of Whittier, California. The invention’s unique design enables its users to enjoy an effective and diverse product that will allow them to achieve an optimal level of cleanliness.

The ***Shower Pro*** will be thoroughly easy and comfortable to use. Its proprietary features enable users to effectively clean normally hard-to-reach areas of the body. Additionally, the ***Shower Pro*** will be simple to implement in virtually any shower without extra tools and will be made from durable materials, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The inventor of the ***Shower Pro*** is also in the process of developing a prototype .

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

In August 2013, Mr. Land contracted product management services leader Innovation Direct™ to represent the ***Shower Pro*** 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 ***Shower Pro*** 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).