

# INNOVATION DIRECT™

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## *Handy Toilet Seat Invention In Search of Licensee*

An innovative new product designed to serve as an effective deterrent against germ transmission and subsequent infection, particularly in public bathroom settings, the ***Handy Toilet Seat***, has been developed by Reshar Britt of Omaha, Nebraska. The invention's unique design enables its users to avail themselves of public restroom facilities with thorough peace of mind with regards to potentially contracting bacteria.

The ***Handy Toilet Seat*** is designed to be exceedingly easy to transport anywhere in a convenient compact form. The product will be simple to implement and use in any restroom. Additionally, the ***Handy Toilet Seat*** will be made from lightweight yet durable material. Furthermore, it will prove instrumental in preventing potentially serious illnesses stemming from contact with germs and bacteria. Moreover, the ***Handy Toilet Seat*** will be competitively priced, adding to its appeal.

The product is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Handy Toilet Seat*** now seeks a third party licensee to manufacture, market, and distribute the product under a royalty agreement. Potential licensees in the antibacterial bathroom accessories industry are currently being targeted as candidates to eventually commercialize the ***Handy Toilet Seat*** on a worldwide basis.

In September 2013, Reshar Britt contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Handy Toilet Seat*** 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 ***Handy Toilet Seat*** 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).