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Portable Shampoo Bowl Invention In Search of Licensee

An innovative and effective new product targeted at those caring for their hair in their own homes, the ***Portable Shampoo Bowl***, has been developed by Tracy Williams of Little Rock, Arkansas. The invention's unique design provides its users with a product comparable to a salon bowl at a fraction of the cost of a typical hair salon appointment.

The ***Portable Shampoo Bowl's*** proprietary features make it comfortable for the user's neck and shoulders. The product eliminates the need to re-pipe one's kitchen sink in order to achieve the effect of a salon bowl. Additionally, the ***Portable Shampoo Bowl*** will be quick and easy to set up, with minimal effort from the user. Furthermore, it will be lightweight and convenient to carry and competitively priced, adding to its appeal.

Mrs. Williams now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair care accessories industry are currently being targeted as candidates to eventually commercialize the ***Portable Shampoo Bowl*** on a worldwide basis.

In September 2013, Mrs. Williams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Portable Shampoo Bowl*** 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 ***Portable Shampoo Bowl*** 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.