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Powell Heating Blanket Invention In Search of Licensee

An innovative and useful new product designed to provide comfort during frigid temperatures, the ***Powell Heating Blanket***, has been developed by Sandra Powell of Amarillo, Texas. The invention's unique design will provide its users with an eye-catching yet functional accessory that will warm them effectively when necessary.

The ***Powell Heating Blanket*** will provide vital relief from cold temperatures. The product helps prevent potential illnesses and physical maladies that can stem from being exposed to cold for prolonged periods without proper protection. Additionally, the ***Powell Heating Blanket*** serves to provide a “companion” to warm up with on a cold day or night. Furthermore, the product can be made available in a variety of versions to suit individual tastes.

The ***Powell Heating Blanket*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Powell Heating Blanket*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household textile products industry are currently being targeted as candidates to eventually commercialize the ***Powell Heating Blanket*** on a worldwide basis.

In October 2013, Mrs. Powell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Powell Heating Blanket*** 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 ***Powell Heating Blanket*** 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.