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Toothbrush Cover Invention In Search of Licensee

A simple yet effective new product designed to address a common household health concern, the ***Toothbrush Cover***, has been developed by Kathy Broadnax of Jackson Mississippi. The invention's unique design helps insure that toothbrushes are kept thoroughly protected from fumes and odors when a bathroom is cleaned with various products.

The ***Toothbrush Cover*** will help eliminate the potential for illnesses stemming from toothbrushes that have been contaminated with chemicals. Additionally, it will feature easy and fast installation, with no tools required. Additionally, the ***Toothbrush Cover's*** proprietary features allow it to easily adhere to virtually any type of surface in a bathroom. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Broadnax now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the dental products and accessories industry are currently being targeted as candidates to eventually commercialize the ***Toothbrush Cover*** on a worldwide basis.

In July 2013, Mrs. Broadnax contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Toothbrush Cover*** 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 ***Toothbrush Cover*** 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.