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Lattice Ice Cube Tray Invention In Search of Licensee

An innovative new product designed to effectively address a common household annoyance related to the use of ice cube trays, the ***Lattice Ice Cube Tray***, has been developed by Beverly Burns of Wyoming, Michigan. The invention's unique design allows its users to preserve all of their ice cubes when running water on the back of the tray to loosen them.

The ***Lattice Ice Cube Tray*** can be used for additional purposes in the kitchen, such as serving as a platform on which to place and rinse produce. Additionally, it will be fully dishwasher safe. Furthermore, the ***Lattice Ice Cube Tray*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Lattice Ice Cube Tray*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Burns now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Lattice Ice Cube Tray*** on a worldwide basis.

In August 2013, Mrs. Burns contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Lattice Ice Cube Tray*** 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 ***Lattice Ice Cube Tray*** 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.