

INNOVATION DIRECT™

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Sanitizer Door Knob Invention In Search of Licensee

An innovative new product designed to provide an important and highly beneficial improvement to standard doorknob, the ***Sanitizer Door Knob***, has been developed by Christopher Shack of Melbourne, Florida. The invention's unique design enables it to serve as an effective deterrent to the spread of bacteria from contact with doorknobs that many others have touched.

The ***Sanitizer Door Knob*** will significantly curtail the chances of illness. The product provides priceless peace of mind, particularly in public settings where the chances of potential infection would be high. Additionally, the ***Sanitizer Door Knob's*** proprietary features will make it simple to implement with virtually any door. Furthermore, it will be made from durable materials and competitively priced, making it a wise investment and adding to its appeal.

The ***Sanitizer Door Knob*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Shack now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the antibacterial products industry are currently being targeted as candidates to eventually commercialize the ***Sanitizer Door Knob*** on a worldwide basis.

In October 2013, Mr. Shack contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Sanitizer Door Knob*** 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 ***Sanitizer Door Knob*** 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.