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### ***Smudge Cleaner Invention In Search of Licensee***

A simple yet innovative new product that serves a valuable purpose for those with certain physical limitations, the ***Smudge Cleaner***, has been developed by Diane Williams of Camdenton, Missouri. The invention's unique design helps insure that a person with difficulty utilizing their hand, wrists, and fingers to full capacity can complete a certain basic task effortlessly.

The ***Smudge Cleaner*** effectively cleans any glass surface quickly and efficiently. The product is very easy and painless to operate. Additionally, the ***Smudge Cleaner*** saves its users time and strain when cleaning. Furthermore, the ***Smudge Cleaner*** is competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The inventor of the ***Smudge Cleaner*** has developed a working prototype of the Smudge that has been utilized with success. The ***Smudge Cleaner*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Smudge Cleaner*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the glass cleaning accessories industry are currently being targeted as candidates to eventually commercialize the ***Smudge Cleaner*** on a worldwide basis.

In April 2014, Mrs. Williams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Smudge Cleaner*** 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 ***Smudge Cleaner*** 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](mailto:MR@innovationdirectonline.com).