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Dickerson Pest Deterrent Invention In Search of Licensee

An innovative new product designed to provide its users an effective solution to a common irritant, the ***Dickerson Pest Deterrent***, has been developed by Emma Dickerson of Roanoke, Virginia. The invention's unique design enables it to serve as an effective deterrent to insects infiltrating food, especially outdoors.

The ***Dickerson Pest Deterrent*** will eliminate the hassle of having to constantly shoo away flies and mosquitoes constantly when trying to cook or eat outdoors. The product will be easy and convenient to handle and utilize with a variety of different foods. Additionally, the ***Dickerson Pest Deterrent*** will be made from highly durable materials, making it a wise long-term investment. Furthermore, it will be competitively priced, adding to its appeal.

Mrs. Dickerson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pest control products industry are currently being targeted as candidates to eventually commercialize the ***Dickerson Pest Deterrent*** on a worldwide basis.

In October 2013, Mrs. Dickerson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Dickerson Pest Deterrent*** 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 ***Dickerson Pest Deterrent*** 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.