

# INNOVATION DIRECT™

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## ***Ikonik Smart Touch Mirror Invention In Search of Licensee***

An innovative new product designed to put a functional and effective twist on a widely used cosmetics accessory, the ***Ikonik Smart Touch Mirror***, has been developed by Linda Masso of Savannah, Georgia and Shalonda Harris of Lithonia, Georgia. The invention's unique design provides its users with a way of examining their appearance in varying degrees of detail with a mirror that fits inside their purse or within a compact.

The ***Ikonik Smart Touch Mirror*** is designed to be conveniently compact and easily portable. The product's proprietary features enable it to insure that its users have the visibility necessary to thoroughly examine any potential problem areas of their appearance. Additionally, the ***Ikonik Smart Touch Mirror*** works equally effectively when applying makeup, shaving, inserting contacts, or examining the entire face. Furthermore, the product is easy to install quickly and efficiently and boasts additional features that incorporate today's technology to allow its users to remain connected to others. Moreover, the ***Ikonik Smart Touch Mirror*** will be competitively priced, adding to its appeal.

The ***Ikonik Smart Touch Mirror*** is also in Patent Pending status within the United States Patent and Trademark Office.

The co-inventors of the ***Ikonik Smart Touch Mirror*** now seeks a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the cosmetics products industry are currently being targeted as candidates to eventually commercialize the ***Ikonik Smart Touch Mirror*** on a worldwide basis.

In November 2013, Mrs. Masso and Mrs. Harris contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Ikonik Smart Touch Mirror*** 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 ***Ikonik Smart Touch Mirror*** 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).