

# INNOVATION DIRECT™

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## *Palm Purse Invention In Search of Licensee*

An innovative new product designed to provide its users with a secure way to transport small personal items, the ***Palm Purse***, has been developed by Vanessa Parker of Gig Harbor, Washington. The invention's unique design allows its users to carry valuables in discreet and convenient fashion.

The ***Palm Purse*** eliminates the need to carry around bulky purses and other similar type of bags. The product will be made available in different colors and designs. Additionally, the ***Palm Purse*** will be fabricated from durable materials, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The inventor has previously created a prototype of the ***Palm Purse*** that has been utilized with success.

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

In December 2013, Mrs. Parker contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Palm Purse*** 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 ***Palm Purse*** 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).