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Magic Grease Container Invention In Search of Licensee

An innovative new product designed to effectively address a common household problem, the ***Magic Grease Container***, has been developed by Stephanie Moore of Kansas City, Missouri. The invention's unique design allows for convenient and safe disposal of cooking grease.

The ***Magic Grease Container***'s proprietary features enable its users to avoid the harmful methods of dumping grease outside or down a drain. The product saves its users money on potential plumbing problems related to pouring grease down the sink. Additionally, the ***Magic Grease Container*** is easy to utilize and conveniently portable. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***Magic Grease Container*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Magic Grease Container*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Magic Grease Container*** on a worldwide basis.

In February 2014, Mrs. Moore contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Magic Grease Container*** 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 ***Magic Grease Container*** 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.