

# INNOVATION DIRECT™

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## *Shields Specialty Designer Shoes Invention In Search of Licensee*

An innovative new product designed as a functional and appealing new twist on an essential piece of apparel, the ***Shields Specialty Designer Shoes***, has been developed by Daniel Shields of Dundalk, Maryland. The invention's unique design provides its users with a footwear product that offers unprecedented versatility.

The ***Shields Specialty Designer Shoes*** will be made available in a wide variety of colors and designs to suit wardrobe preferences. The product serves to save its users considerable money over time by reducing the amount of shoes they need to purchase. Additionally, the ***Shields Specialty Designer Shoes*** allows its users to add elegance and style to any wardrobe. Furthermore, the ***Shields Specialty Designer Shoes*** will be competitively priced and made from durable materials, adding to their appeal and making them a wise investment.

Mr. Shields now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the footwear products industry are currently being targeted as candidates to eventually commercialize the ***Shields Specialty Designer Shoes*** on a worldwide basis.

In March 2014, Mr. Shields contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Shields Specialty Designer Shoes*** 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 ***Shields Specialty Designer Shoes*** 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).