

INNOVATION DIRECT™

“Our Success is Patented™”

B & T Express Invention In Search of Licensee

An innovative new product designed to provide its users with an efficient and effective instrument for dental care, the ***B & T Express***, has been developed by Shaun Mazyck of Johnson City, New York. The invention's unique design enables its users to brush their teeth in a much more streamlined fashion as compared to conventional methods.

The ***B & T Express***'s proprietary features allow for young children to begin brushing independently at a much earlier age. The product helps promote overall improved dental hygiene by simplifying the process. Additionally, the ***B & T Express*** is very easy to operate for all ages. Furthermore, the ***B & T Express*** is made from durable materials and competitively priced, adding to its appeal and making it a wise investment.

The ***B & T Express*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Mazyck now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the dental care accessories industry are currently being targeted as candidates to eventually commercialize the ***B & T Express*** on a worldwide basis.

In November 2013, Mr. Mazyck contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***B & T Express*** 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 ***B & T Express*** 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.