

INNOVATION DIRECT™

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With You In Mind Invention In Search of Licensee

An innovative new product that represents a valuable enhancement to female personal hygiene, the ***With You In Mind***, has been developed by Geraldine Claiborne of Woodville, Mississippi. The invention's unique design enables its users to insure thorough protection during their menstrual cycle.

The ***With You In Mind*** will help its users avoid embarrassment. The product protects clothing from being ruined with stains. Additionally, the ***With You In Mind*** provides priceless peace of mind, particularly for young girls during their cycles. Furthermore, the ***With You In Mind*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***With You In Mind*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Claiborne now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal hygiene accessories industry are currently being targeted as candidates to eventually commercialize the ***With You In Mind*** on a worldwide basis.

In January 2014, Mrs. Claiborne contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***With You In Mind*** 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 ***With You In Mind*** 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.