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Back Care Unit Invention In Search of Licensee

An innovative new product designed to serve as a highly useful hygiene and personal cleaning accessory, the ***Back Care Unit***, has been developed by Carl Appleberry of Dayton, Ohio. The invention's unique design provides its users with a convenient and effective method of washing their back.

The ***Back Care Unit*** greatly facilitates and supports a higher level of hygiene and cleanliness in its users. The product features highly comfortable and soft micro fiber cloths. Additionally, the ***Back Care Unit*** will be easy to mount on virtually any shower wall. Furthermore, the ***Back Care Unit*** offers soothing massages to its users. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***Back Care Unit*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Appleberry now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the shower accessories industry are currently being targeted as candidates to eventually commercialize the ***Back Care Unit*** on a worldwide basis.

In March 2014, Mr. Appleberry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Back Care Unit*** 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 ***Back Care Unit*** 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.