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Brush Plus Invention In Search of Licensee

An innovative new product that provides its users with an effective way of enjoying a thorough body cleaning, the **Brush Plus**, has been developed by Wayne M. Hinnant of Philadelphia, Pennsylvania. The invention's unique design enables its users to assure themselves of adequate personal hygiene when bathing.

The **Brush Plus** offers the benefit of interchangeable brush heads. The product is conveniently adaptable for use with pets. Additionally, it is easily foldable for use while traveling. Furthermore, the **Brush Plus** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **Brush Plus** has developed a working prototype that has been utilized with success. The **Brush Plus** is also the subject of **Utility Patent # 8,360,668 B1** within the United States Patent and Trademark Office.

Mr. Hinnant now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal bath accessories industry are currently being targeted as candidates to eventually commercialize the **Brush Plus** on a worldwide basis.

In February 2014, Mr. Hinnant contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Brush Plus** 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 **Brush Plus** 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.