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Removable Wick Invention In Search of Licensee

An innovative new product targeted at those who enjoy burning candles, the **Removable Wick**, has been developed by Jacqueline Carroll of Hyattsville, Maryland. The invention's unique design helps eliminate a common and frustrating problem related to candle usage.

The **Removable Wick** maximizes the life span and viability of a candle, saving consumers money over time. The product is conveniently portable and removable. Additionally, the **Removable Wick** is fully reusable, adding to its value and appeal. Furthermore, it is competitively priced, adding to its appeal.

The inventor has previously created a prototype of the **Removable Wick** that has been utilized with success. The **Removable Wick** is also the subject of **Utility Patent # 8,668,492 B2** within the United States Patent and Trademark Office.

Mrs. Carroll now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the candle accessories industry are currently being targeted as candidates to eventually commercialize the **Removable Wick** on a worldwide basis.

In January 2014, Mrs. Carroll contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Removable Wick** 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 **Removable Wick** 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.