

INNOVATION DIRECT™

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Foot Smoother Invention In Search of Licensee

An innovative new product designed to provide its users with a simplified method through which to carry out an essential beauty and wellness-related practice, the ***Foot Smoother***, has been developed by Viola Nault of Glendale, Rhode Island. The invention's unique design allows those with physical limitations to be able to effectively smooth out the skin on the underside of their feet.

The ***Foot Smoother*** helps insure that the skin on the feet remains moisturized. The product can be used comfortably with all sizes of feet. Additionally, the ***Foot Smoother*** is thoroughly safe to use. Furthermore, the ***Foot Smoother*** is made from durable materials and competitively priced, adding to its appeal and making it a wise investment.

The ***Foot Smoother*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In February 2014, Mrs. Nault contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Foot Smoother*** 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 ***Foot Smoother*** 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.