

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Gilbert Specialty Lunch Box Invention In Search of Licensee*

An innovative new product that effectively addresses a common problem related to keeping food warm, the ***Gilbert Specialty Lunch Box***, has been developed by Claudel Gilbert of Pickerington, Ohio. The invention's unique design enables those who take food on the go to always be able to enjoy it at optimal temperature.

The ***Gilbert Specialty Lunch Box*** will be easy and thoroughly safe to operate. Additionally, it will be comfortable to wear and utilize. The ***Gilbert Specialty Lunch Box*** will considerably enhance the enjoyment of food on the go. Furthermore, it eliminates the need to suffer through cold food due to lack of a readily accessible microwave oven. The ***Gilbert Specialty Lunch Box*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Gilbert Specialty Lunch Box*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Gilbert now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food and beverage accessories industry are currently being targeted as candidates to eventually commercialize the ***Gilbert Specialty Lunch Box*** on a worldwide basis.

In March 2014, Mr. Gilbert contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Gilbert Specialty Lunch Box*** 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 ***Gilbert Specialty Lunch Box*** 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](mailto:MR@innovationdirectonline.com).