

# INNOVATION DIRECT™

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## *Stylish Duo Invention In Search of Licensee*

An innovative new product designed to serve as a convenient and handy hair accessory, the ***Stylish Duo***, has been developed by Teresa D. Johnson of Waycross, Georgia. The invention's unique design enables it to effectively address a number of problems typically associated with maintaining fresh and clean hair at all times.

The ***Stylish Duo's*** proprietary features enables it allow air to circulate freely and continuously around the head, preventing issues such as sweating and the subsequent unpleasant smells. The product provides considerable protection for new hair styles of any kind. Additionally, the ***Stylish Duo*** is thoroughly comfortable for use while sleeping. Furthermore, the ***Stylish Duo*** is stylish and aesthetically pleasing, allowing it to be utilized in public and with virtually any wardrobe. Moreover, it will be very competitively priced and made from durable and pleasing materials, adding to its appeal and making it a wise investment.

The inventor of the ***Stylish Duo*** has developed a working prototype that has been utilized with success on a nightly basis. The ***Stylish Duo*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In February 2014, Mrs. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Stylish Duo*** 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 ***Stylish Duo*** 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).