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Soap Saver Invention In Search of Licensee

An innovative new product designed to help maximize a widely used household product, the ***Soap Saver***, has been developed by Brian Keefe of Carroll, Ohio. The invention's unique design provides its users with an easy and effective method of preserving soap.

The ***Soap Saver*** helps its users to securely hold a bar of soap when it becomes smaller. The product will save its users money over time by preserving each bar of soap for as long as possible. Additionally, the ***Soap Saver*** will be easy and comfortable to implement in any shower. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Soap Saver*** has developed a working prototype that has been utilized with success. The ***Soap Saver*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Keefe now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Soap Saver*** on a worldwide basis.

In March 2014, Mr. Keefe contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Soap Saver*** 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 ***Soap Saver*** 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.