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Body Heat Invention In Search of Licensee

An innovative and useful new product designed to significantly improve the functionality of a conventional heating pad, the **Body Heat**, has been developed by Curtis Anderson of Chicago, Illinois. The invention's unique design insures that its users can effectively apply heat therapy to multiple areas of the body.

The **Body Heat** eliminates the difficulty and hassle involved in trying to apply multiple heating pads to different areas simultaneously. The product easily conforms to the shape and natural curves of the human body. Additionally, the **Body Heat's** proprietary features enable its users to enjoy the physical and mental benefits of heat therapy in a faster and more encompassing fashion. Furthermore, the product will be temperature controlled by the user in effortless fashion. The **Body Heat** will also be made from durable materials and will be competitively priced, adding to its appeal.

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

The inventor now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical therapy products industry are currently being targeted as candidates to eventually commercialize the **Body Heat** on a worldwide basis.

In January 2014, Mr. Anderson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Body Heat** 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 **Body Heat** 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.