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### *Lou’s Top Shelf Invention In Search of Licensee*

An innovative improvement on an existing household furniture accessory that is intended to address a common problem, the ***Lou’s Top Shelf***, has been developed by Louise Allen of Spokane, Washington. The invention’s unique design insures that items placed on elevated shelves can be easily reached without exertion by the user.

The ***Lou’s Top Shelf*** eliminates the need for risky attempts to climb on step ladders, chairs, and other objects to attempt to reach a high shelf. The product will be easy and safe to operate. Additionally, the ***Lou’s Top Shelf*** will be made from durable materials. Furthermore, it will be competitively priced, adding to its appeal.

The ***Lou’s Top Shelf*** 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 her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Lou’s Top Shelf*** on a worldwide basis.

In January 2014, Mrs. Allen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Lou’s Top Shelf*** 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 ***Lou’s Top Shelf*** 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).