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Purse Pocket Invention In Search of Licensee

An innovative new product designed to address a common problem related to handbags, the ***Purse Pocket***, has been developed by Debra Martin of St. Louis, Missouri. The invention's unique design helps insure its users that they will not misplace their purses.

The ***Purse Pocket's*** proprietary features provide its users with an alternative to having to put their purse on a dirty floor. The product preserves the long-term quality and cleanliness of handbags. Additionally, the ***Purse Pocket*** will be exceedingly easy to implement and use with any handbag. Furthermore, the ***Purse Pocket*** will be competitively priced, adding to its appeal.

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

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

In September 2013, Mrs. Martin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Purse Pocket*** 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 ***Purse Pocket*** 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.