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Johnson Smart Dinnerware Set Invention In Search of Licensee

A simple yet highly useful new twist on an essential household product, the **Johnson Smart Dinnerware Set**, has been developed by Evelyn Johnson of Evanston, Illinois. The invention's unique design enables its users to monitor their nutritional intake in unprecedented fashion.

The **Johnson Smart Dinnerware Set** will offer its users immeasurable health benefits by providing them crucial data on what they are consuming. Additionally, it will promote better health and overall quality of life by making its users extremely conscious of their food choices. Furthermore, the **Johnson Smart Dinnerware Set** will be fully waterproof and microwaveable. Moreover, the **Johnson Smart Dinnerware Set** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Johnson Smart Dinnerware Set** is also currently 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 household products industry are currently being targeted as candidates to eventually commercialize the **Johnson Smart Dinnerware Set** on a worldwide basis.

In December 2013, Mrs. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Johnson Smart Dinnerware Set** 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 **Johnson Smart Dinnerware Set** 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.