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Beard Fresh Air Aid Invention In Search of Licensee

An innovative new product designed to serve as an essential product for improving the quality of the environment in a room, the ***Beard Fresh Air Aid***, has been developed by Felecia Beard of St. Louis, Missouri. The invention's unique design allows it to promote healthier breathing and clean air for homes and businesses.

The ***Beard Fresh Air Aid***'s proprietary features enable it to considerably reduce the incidences of maladies such as asthma attacks and other breathing-related conditions in the homes it is placed in. The product effectively eliminates pathogens, dust, mold, floating hair, dust mites, and other aggravating airborne toxins. Additionally, it is easy and effortless to implement in any home or business. Furthermore, the ***Beard Fresh Air Aid*** offers peace of mind for parents and caregivers of small children with breathing difficulties. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Beard Fresh Air Aid*** has developed a prototype that has been utilized with success. The ***Beard Fresh Air Aid*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Beard now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the air quality enhancement products industry are currently being targeted as candidates to eventually commercialize the ***Beard Fresh Air Aid*** on a worldwide basis.

In November 2013, Mrs. Beard contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Beard Fresh Air Aid*** 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 ***Beard Fresh Air Aid*** 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.