

INNOVATION DIRECT™

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Toole Steamer Invention In Search of Licensee

An innovative new product designed to serve as an easy, healthy, fast, and fun line of cookware, the ***Toole Steamer***, has been designed and developed by Award-Winning cookbook author Joan Toole. The invention's unique design provides its users with a cookware design that is capable of cooking a variety of recipes with a healthier method than other lines of cookware currently available.

The ***Toole Steamer***'s patented adjustable steam release system enables it to prepare a number of different dishes in the healthiest manner possible. The product goes from conventional or microwave oven to the table when food has been cooked. Additionally, the ***Toole Steamer*** features no-slip grip handles that make picking it up safe and comfortable, even when hot. Furthermore, the ***Toole Steamer*** is exceedingly easy to clean and conveniently stacks for compact storage. Moreover, it is very aesthetically pleasing and blends in seamlessly with virtually any décor. It is also made from high grade ceramic and competitively priced, adding to its appeal and making it a wise investment.

The ***Toole Steamer*** has been previously manufactured and utilized with success. The ***Toole Steamer*** is also the subject of **Utility Patent # 6,307,193 B1** within the United States Patent and Trademark Office.

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

In March 2014, Mrs. Toole contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Toole Steamer*** 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 ***Toole Steamer*** 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.