



"Our Success is Patented™"

Shoffner Specialty Candle Invention In Search of Licensee

An innovative new product designed to serve as an eye-catching yet functional household decorative accessory the ***Shoffner Specialty Candle***, has been developed by Betty Shoffner of Clinton, Tennessee. The invention's unique design allows it to serve its users with multiple lighting purposes within their home.

The ***Shoffner Specialty Candle's*** proprietary features enable it to offer its users light during power outages. The product offers the added benefit of emitting pleasant scents, thereby further enhancing the enjoyment of any room it is placed in. Additionally, it can be made available in different designs and colors to allow its seamless integration into the décor of a room. Furthermore, the ***Shoffner Specialty Candle*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Shoffner Specialty Candle*** has developed a prototype that has been utilized with success. The ***Shoffner Specialty Candle*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In January 2014, Mrs. Shoffner contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Shoffner Specialty Candle*** 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 ***Shoffner Specialty Candle*** 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.