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## *The Hoover Multi-Purpose Compactor Invention In Search of Licensee*

A simple yet innovative new product designed to greatly improve the functionality of a widely used waste disposal accessory, the ***Hoover Multi-Purpose Compactor***, has been developed by Jan Hoover Johnson of Savannah, Georgia. The invention's unique design provides its users with a means of insuring optimal confidentiality and security when discarding documents.

The ***Hoover Multi-Purpose Compactor*** saves considerable time for its users by combining the utility of a compactor and shredder. The product helps insure that important personal information on documents is not compromised after discarding. Additionally, the ***Hoover Multi-Purpose Compactor*** prevents potential illnesses and worsening of medical conditions stemming from not taking medicine as prescribed. Furthermore, it organizes medication schedule by times of day. Moreover, the ***Hoover Multi-Purpose Compactor*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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 personal medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Hoover Multi-Purpose Compactor*** on a worldwide basis.

In December 2013, Mrs. Johnson contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Hoover Multi-Purpose Compactor*** 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 ***Hoover Multi-Purpose Compactor*** 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](mailto:MR@innovationdirectonline.com).