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Lipper Invention In Search of Licensee

A simple yet innovative new product designed to address a common and potentially dangerous annoyance in the shower, the **Lipper**, has been developed by Tom Gamble of Denver, Colorado. The invention's unique design provides its users with assurance that a bar of soap will not slip off a shower soap dish.

The **Lipper** saves the time and frustration of having to constantly pick up a bar of soap that continuously slips off a dish. The product is exceedingly easy to implement on any soap dish. Additionally, the **Lipper** eliminates the chances of someone slipping due to a piece of soap on the tub floor. Furthermore, the **Lipper** installs securely and quickly, requiring no effort from the user. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

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

Mr. Gamble now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the shower accessories industry are currently being targeted as candidates to eventually commercialize the **Lipper** on a worldwide basis.

In April 2014, Mr. Gamble contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Lipper** 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 **Lipper** 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.