

# INNOVATION DIRECT™

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## *1-2-3 Silverware Clean Invention In Search of Licensee*

An innovative and effective new product designed to greatly simplify a common household task, the *1-2-3 Silverware Clean*, has been developed by Ann Burton of Biddeford, Maine. The invention's unique design considerably streamlines the thorough cleaning of silverware.

The *1-2-3 Silverware Clean*'s proprietary features enable its users to save considerable time when cleaning larger quantities of silverware. Additionally, the *1-2-3 Silverware Clean* helps consumers save on water costs. Furthermore, it can be used effectively with only one hand. The product is also fully safe for children to operate. Moreover, the *1-2-3 Silverware Clean* is competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the *1-2-3 Silverware Clean* has developed a working prototype that she has utilized with success. The *1-2-3 Silverware Clean* is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Burton now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the *1-2-3 Silverware Clean* on a worldwide basis.

In January 2014, Mrs. Burton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *1-2-3 Silverware Clean* 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 *1-2-3 Silverware Clean* 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).