

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Singer E-Z Trash Bin Invention In Search of Licensee*

An innovative new product that offers a functional new twist on a commonly used household product, the ***Singer E-Z Trash Bin***, has been developed by Shimon Singer of Spring Valley, New York. The invention's unique design provides its users with a garbage can that will greatly simplify the disposal of trash.

The ***Singer E-Z Trash Bin*** can be instrumental in preventing time consuming and frustrating messes when handling heavy garbage bags. The product eliminates a great deal of strain and effort when disposing of garbage. Additionally, it is exceedingly easy to operate. Furthermore, the ***Singer E-Z Trash Bin*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Singer E-Z Trash Bin*** has developed a working prototype that has been utilized with success. The ***Singer E-Z Trash Bin*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Singer now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Singer E-Z Trash Bin*** on a worldwide basis.

In February 2014, Mr. Singer contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Singer E-Z Trash Bin*** 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 ***Singer E-Z Trash Bin*** 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).