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The Camouflage It Invention In Search of Licensee

A simple yet useful new product designed to effectively address a common problem related to one's physical appearance when suffering from a cold, the ***Camouflage It***, has been developed by Denisha Wooten of Jacksonville, Florida. The invention's unique design provides its users with a means of insuring that their face remains clean and free of any nasal fluids and residue.

The ***Camouflage It*** eliminates the need to have to constantly utilize tissues to keep the nasal area clean. The product is thoroughly safe for the skin and comfortable to utilize. Additionally, the ***Camouflage It*** helps avoid the embarrassing situation of not being properly clean when suffering from a cold. Furthermore, it will be made available in a variety of sizes to fit all ages. Moreover, the ***Camouflage It*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

In April 2014, Mrs. Wooten contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Camouflage It*** 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 ***Camouflage It*** 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.