

# INNOVATION DIRECT

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## *The Fresh Stick Invention In Search of Licensee*

An innovative new product designed to help create a pleasant environment wherever it is placed, the ***Fresh Stick***, has been developed by Shletha Vaughn of North Las Vegas, Nevada. The invention's unique design enables its users to enjoy the fragrance of a candle, incense, or scented oil.

The ***Fresh Stick***'s proprietary features enable it to be safely and conveniently portable to any setting. The product can be used equally effectively in indoor and outdoor settings. Additionally, it enhances the quality of air in any area it is utilized in. Furthermore, the ***Fresh Stick*** is easy to implement and begin using. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

In May 2014, Mrs. Vaughn contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Fresh Stick*** 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 ***Fresh Stick*** 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).