

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Clarke Handy Mat Invention In Search of Licensee*

An innovative new product designed to effectively address a common household problem, the ***Clarke Handy Mat***, has been developed by Rachelle Clark of Lanham, Maryland. The invention's unique design helps insure the cleanliness of an area of a home that is normally challenging to keep clean.

The ***Clarke Handy Mat*** provides its users with a reliable method of keeping the area underneath an eating surface free of food droppings. The product saves its users considerable time and frustration. Additionally, the ***Clarke Handy Mat*** is easy to store away when not in use. Furthermore, the product is conveniently portable to restaurants and other areas and can be shaken and wiped clean with ease. Moreover, the ***Clarke Handy Mat*** is competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The ***Clarke Handy Mat*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Clarke Handy Mat*** 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 ***Clarke Handy Mat*** on a worldwide basis.

In April 2014, Mrs. Clark contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Clarke Handy Mat*** 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 ***Clarke Handy Mat*** 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).