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The Brezzz Invention In Search of Licensee

An innovative new product designed to serve as a highly functional improvement on a commonly used construction accessory, the **Brezzz**, has been developed by Stephen Butler of Oak Grove, Missouri. The invention's unique design enables its users to be in full compliance with worksite regulations while also remaining comfortable.

The **Brezzz** helps insure that its wearers enjoy cooler overall temperatures while working. It increases the productivity and efficiency on a job site by allowing its users to work under much more bearable conditions. The product can be instrumental in preventing potentially serious physical maladies, such as fatigue or loss of consciousness due to excessive heat. Additionally, the **Brezzz** is thoroughly comfortable and unobtrusive to wear and will be made available in various sizes to fit consumer needs. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **Brezzz** has developed a working prototype that he has utilized with success. The **Brezzz** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Butler now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the construction apparel and accessories industry are currently being targeted as candidates to eventually commercialize the **Brezzz** on a worldwide basis.

In April 2014, Mr. Butler contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Brezzz** 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 **Brezzz** 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.