

INNOVATION DIRECT™

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Steep ‘N Time Invention In Search of Licensee

An innovative and functional twist on a widely used product, the *Steep ‘N Time*, has been developed by Dorothea Auger of Seattle, Washington. The invention's unique design allows it to greatly simplify the preparation and consumption of tea.

The *Steep ‘N Time’s* proprietary features enable it to insure that loose tea is properly steeped and timed. The product is easy to operate. Additionally, the *Steep ‘N Time’s* proprietary brewing functionality sets it apart from other tea preparation products on market. Furthermore, it makes the possibility of preparing and timing hot tea precisely a reality in any location. Moreover, the *Steep ‘N Time* will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The *Steep ‘N Time* is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Auger now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beverage consumption accessories industry are currently being targeted as candidates to eventually commercialize the *Steep ‘N Time* on a worldwide basis.

In May 2014, Mrs. Auger contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Steep ‘N Time* 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 *Steep ‘N Time* 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.