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Alvarez Novelty Glasses Invention In Search of Licensee

A simple yet fun twist on a widely used product, the *Alvarez Novelty Glasses*, has been developed by Reggie John Alvarez of Slidell, Louisiana. The invention's unique design renders it an eye catching yet functional piece of eyewear.

The *Alvarez Novelty Glasses's* proprietary features allow it to make light of how reasonable a person the wearer might be. The product invokes good natured laughter in those who wear it and see it being worn. Additionally, the *Alvarez Novelty Glasses* are thoroughly comfortable to wear. Furthermore, the *Alvarez Novelty Glasses* are competitively priced and made from durable materials, adding to their appeal and making them a wise long-term investment.

The inventor of the *Alvarez Novelty Glasses* has developed a working prototype of the invention. The *Alvarez Novelty Glasses* are also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Alvarez now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the novelty products industry are currently being targeted as candidates to eventually commercialize the *Alvarez Novelty Glasses* on a worldwide basis.

In May 2014, Mr. Alvarez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Alvarez Novelty Glasses* 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 *Alvarez Novelty Glasses* 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.