

INNOVATION DIRECT™

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Seat Saniti Invention In Search of Licensee

An innovative new product designed to address an important and widespread health concern, the ***Seat Saniti***, has been developed by Bryan Carr of Toney, Alabama. The invention's unique design enables it to provide thorough protection for its users from germs and bacteria in public settings.

The ***Seat Saniti's*** proprietary features enable it to significantly reduce the chances of germ and bacteria transmission in a variety of settings. The product is capable of disinfecting, sanitizing, and absorbing germs, offering a full spectrum of protection. Additionally, the ***Seat Saniti*** helps prevent a number of potentially dangerous diseases and illnesses. Furthermore, the ***Seat Saniti*** provides priceless peace of mind, especially to parents and caregivers of small children. Moreover, it is easy and straightforward to implement and use in any public restroom setting. It will also be very competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Seat Saniti*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In May 2014, Mr. Carr contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Seat Saniti*** 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 ***Seat Saniti*** 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.