



The Flush It Invention In Search of Licensee

An innovative and functional new product designed to greatly facilitate a common household cleaning task, the ***Flush It***, has been developed by Adaobi Agbasiere of Mesquite, Texas. The invention's unique design provides its users with a multi-feature cleaning tool that improves efficiency when scrubbing toilets.

The ***Flush It*** eliminates the need for bending when cleaning. The product eliminates the need for bending when cleaning. Additionally, it saves its users considerable time and hassle. Furthermore, the ***Flush It*** is extremely easy and comfortable to operate. Moreover, it is fully adjustable for height and its proprietary features allow for enhanced scrubbing capability. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Flush It*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Ms. Agbasiere now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household cleaning accessories industry are currently being targeted as candidates to eventually commercialize the ***Flush It*** on a worldwide basis.

In June 2014, Ms. Agbasiere contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Flush It*** 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 ***Flush It*** 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.