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The Fashion Clip Invention In Search of Licensee

An innovative new product designed to provide an effective solution to a common apparel-related problem, the ***Fashion Clip***, has been developed by Willard James of Glen Burnie, Maryland. The invention's unique design helps its users insure that the slack on a dress or skirt is taken in and secured at all times.

The ***Fashion Clip*** is exceedingly easy to apply onto virtually any dress or skirt. The product significantly reduces the chances of an embarrassing situation while out in public. Additionally, it gives women peace of mind and frees them from the hassle of constantly having to hold down their clothing in windy conditions. Furthermore, the ***Fashion Clip*** will be made available in a variety of colors and designs to suit a wide selection of wardrobe choices. Moreover, it will work equally well with scarves and shawls. The ***Fashion Clip*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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

In June 2014, Mr. James contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Fashion Clip*** 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 ***Fashion Clip*** 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.