

# INNOVATION DIRECT

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## *The New Set of Pocket Sheets Invention In Search of Licensee*

An innovative and useful new product in the household linens market segment, the *New Set of Pocket Sheets*, has been developed by Jovita Jimenez Hernandez of Glendale, Arizona. The invention's unique design insures that its users are securely wrapped in a comfortable sheet for the duration of their sleep.

The *New Set of Pocket Sheets* eliminates the hassle of having a sheet slip off the mattress during the course of the night. The product avoids the frustration of being covered by a loose sheet. Additionally, the *New Set of Pocket Sheets* promotes a much higher quality of rest and sleep. Furthermore, they will be competitively priced and made from durable and comfortable materials, adding to their appeal and making them a wise investment.

The *New Set of Pocket Sheets* are also the subject of **Design Patent # D681,996 S** within the United States Patent and Trademark Office.

Mrs. Hernandez now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household linens industry are currently being targeted as candidates to eventually commercialize the *New Set of Pocket Sheets* on a worldwide basis.

In June 2014, Mrs. Hernandez contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *New Set of Pocket Sheets* 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 *New Set of Pocket Sheets* 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](mailto:MR@innovationdirectonline.com).