



### *The Diamond Fitz Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to a common and ongoing bodily process, the ***Diamond Fitz***, has been developed by Melody Lang and Shayla Troy of Stone Mountain, Georgia. The invention's unique design helps facilitate the act of intercourse during a woman's menstrual cycle.

The ***Diamond Fitz*** successfully absorbs blood on a temporary basis. The product eliminates the stigma and overall discomfort of attempting to have intercourse during an active menstrual cycle. Additionally, the ***Diamond Fitz*** is thoroughly comfortable and safe to wear. Furthermore, it is exceedingly easy to implement and remove as needed. Moreover, the ***Diamond Fitz*** allows its users to engage in a physically and emotionally satisfying activity at any time of the month. The product will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

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

Mrs. Lang and Mrs. Troy now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the feminine hygiene accessories industry are currently being targeted as candidates to eventually commercialize the ***Diamond Fitz*** on a worldwide basis.

In June 2014, Mrs. Lang and Mrs. Troy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Diamond Fitz*** 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 ***Diamond Fitz*** 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).