



### *The Toilet Tissue Core Invention In Search of Licensee*

A simple yet handy new product that addresses a common household problem, the ***Toilet Tissue Core***, has been developed by Louis Selig of Scranton, Pennsylvania. The invention's unique design enables it to restore the shape of a toilet tissue roll core after damage.

The ***Toilet Tissue Core*** is easy and efficient to implement with any tissue roll. The product eliminates the hassle and frequent ineffectiveness of trying to straighten a damaged roll by hand. Additionally, by restoring its original shape, the ***Toilet Tissue Core*** enables any roll to still be securely inserted into a wall-mounted tissue paper holder, even after initial damage during shipping and/or handling. Furthermore, the ***Toilet Tissue Core*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Toilet Tissue Core*** has developed a working prototype that has been utilized with success. The ***Toilet Tissue Core*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Selig now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom products industry are currently being targeted as candidates to eventually commercialize the ***Toilet Tissue Core*** on a worldwide basis.

In June 2014, Mr. Selig contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Toilet Tissue Core*** 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 ***Toilet Tissue Core*** 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).