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The Falling Snowflake String Lights Invention In Search of Licensee

An innovative and eye-catching new twist on a widely popular holiday accessory, the ***Falling Snowflake String Lights***, has been developed by Walter Chappey of Hammond, Indiana. The invention's unique design enables them to provide the appearance of snowflakes in any environment.

The ***Falling Snowflake String Lights*** are easy and relatively effortless to install. The product sets a festive and relaxing atmosphere wherever they are placed. Additionally, the ***Falling Snowflake String Lights*** offer a realistic and authentic physical representation of snowflakes. Furthermore, they will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Falling Snowflake String Lights*** are also the subject of **Design Patent D691,295 S** within the United States Patent and Trademark Office.

Mr. Chappey now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the holiday accessories industry are currently being targeted as candidates to eventually commercialize the ***Falling Snowflake String Lights*** on a worldwide basis.

In June 2014, Mr. Chappey contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Falling Snowflake String Lights*** 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 ***Falling Snowflake String Lights*** 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.