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The No Burn Kitchen Aide Invention In Search of Licensee

A simple yet useful new product that effectively addresses a common household problem, the **No Burn Kitchen Aide**, has been developed by Joseph Tomaselli of Bensalem, Pennsylvania. The invention's unique design insures that its users can remove hot food from plastic packaging without the risk of burns.

The **No Burn Kitchen Aide** offers the additional benefit of insuring that no food or condiments are wasted during this process. The product will be easy to utilize. Additionally, the **No Burn Kitchen Aide** gives its users peace of mind when handling hot food items. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **No Burn Kitchen Aide** has developed a basic prototype that has been tested with success. The **No Burn Kitchen Aide** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Tomaselli now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the **No Burn Kitchen Aide** on a worldwide basis.

In June 2014, Mr. Tomaselli contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **No Burn Kitchen Aide** 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 **No Burn Kitchen Aide** 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.