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The Hani-Tizer Invention In Search of Licensee

An innovative and functional new twist on a widely used and highly beneficial product, the ***Hani-Tizer***, has been developed by Aileen Martin of Spartanburg, South Carolina. The invention's unique design helps provide its users with considerably convenient access to hand sanitizer liquid at any time.

The ***Hani-Tizer*** is unobtrusive and comfortable in its functionality. The product is easily refillable or replaceable. Additionally, the ***Hani-Tizer*** is compact in size, making it easily and conveniently portable. Through its proprietary features, it greatly increases the chances of an individual applying hand sanitizer on a consistent basis. Furthermore, the ***Hani-Tizer*** promotes greater overall hygiene by simplifying the accessibility of hand sanitizer. Moreover, it could conceivably be made available in various colors to suit individual tastes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Martin now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the anti-bacterial products industry are currently being targeted as candidates to eventually commercialize the ***Hani-Tizer*** on a worldwide basis.

In June 2014, Mrs. Martin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hani-Tizer*** 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 ***Hani-Tizer*** 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.