

INNOVATION DIRECT

"Our Success is Patented"™

Luxury Bath Invention In Search of Licensee

An innovative new product designed to enhance the comfort of an already relaxing activity, the ***Luxury Bath***, has been developed by Julie L. Pettit of Fort Bragg, California. The invention's unique design enables those who enjoy soaking in their bathtub with an added amenity not currently found in tubs.

The ***Luxury Bath*** will be of particular value to those with back-related problems. The product helps to exponentially increase the pleasure of a bath for its users. Additionally, the ***Luxury Bath*** is easy to implement and begin using. Furthermore, it can lead to residual health benefits by encouraging its users to enjoy relaxing baths more often. Moreover, the ***Luxury Bath*** will also be competitively priced and made from durable materials, adding to its appeal.

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

Mrs. Pettit now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize the ***Luxury Bath*** on a worldwide basis.

In July 2014, Mrs. Pettit contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Luxury Bath*** 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 ***Luxury Bath*** 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.