

# INNOVATION DIRECT

"Our Success is Patented"™

## *Snap Beads Invention In Search of Licensee*

A simple yet innovative new product designed to simplify the wearing of a popular hair and beauty accessory, the **Snap Beads**, has been developed by Cleto Reyes and Paula Richards of Elmira, New York. The invention's unique design simplifies the implementation of beads into hair.

The **Snap Beads** are easy and straightforward to implement and begin using. The product secures beads quickly and effectively. Additionally, the **Snap Beads** will effectively bead a head of hair in approximately half the time currently required. Furthermore, it helps its users to sport an eye-catching and appealing look. Moreover, the **Snap Beads** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Snap Beads** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Reyes and Mrs. Richards now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the hair and beauty accessories industry are currently being targeted as candidates to eventually commercialize the **Snap Beads** on a worldwide basis.

In July 2014, Mr. Reyes and Mrs. Richards contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Snap Beads** 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 **Snap Beads** 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).