

# INNOVATION DIRECT

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## *W.S.M. Kitchen Made Easy Invention In Search of Licensee*

An innovative new product designed to greatly simplify a number of food preparation and cooking tasks, the **W.S.M. Kitchen Made Easy**, has been developed by William S. Moore of Saint Paul, Minnesota. The invention's unique design enables it to perform a multitude of functions for its users, including unpacking groceries, preparation of foods, and storing of leftovers

The **W.S.M. Kitchen Made Easy** boasts cooling capabilities, thereby serving as a secure method of preserving the quality of food prepared and kept within it. The product saves considerable time and effort for its users. Additionally, the **W.S.M. Kitchen Made Easy** is capable of cooking, baking, boiling, reheating, chopping, dicing, mixing, and blending. Furthermore, it is also capable of mixing and preparing alcoholic drinks. Moreover, it fully leverages modern technology to offer optimal functionality and ease of use and offers the additional benefits of washing and storing dishes and also dispensing dietary advice through pre-loaded information. The **W.S.M. Kitchen Made Easy** will also be competitively priced and made from durable materials, adding to its appeal.

Mr. Moore now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the kitchen accessories industry are currently being targeted as candidates to eventually commercialize the **W.S.M. Kitchen Made Easy** on a worldwide basis.

In August 2014, Mr. Moore contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **W.S.M. Kitchen Made Easy** 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 **W.S.M. Kitchen Made Easy** 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).