



The Clean Lift Invention In Search of Licensee

A simple yet useful new product that serves a valuable purpose in bathrooms, the ***Clean Lift***, has been developed by Mitchell Hooks of Las Vegas, Nevada. The invention's unique design allows it to eliminate the need for users to have to engage in behavior that increases the likelihood of germ and bacteria transmission.

The ***Clean Lift***'s proprietary features enable it to keep the lifting of a toilet seat as a hands-free process. The product installs quickly and conveniently. Additionally, the ***Clean Lift*** is exceedingly easy to operate. Furthermore, the ***Clean Lift*** provides peace of mind with respect to personal health when utilizing a toilet. Moreover, it will be competitively priced and made from durable materials, adding to its appeal.

Mr. Hooks 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 ***Clean Lift*** on a worldwide basis.

In July 2014, Mr. Hooks contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Clean Lift*** 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 ***Clean Lift*** 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.