



### *The Brown Specialty Umbrella Invention In Search of Licensee*

An innovative and highly functional new twist on a widely used product, the **Brown Specialty Umbrella**, has been developed by Lloyd N. Brown, Sr. of Chicago, Illinois. The invention's unique design provides its users with functionality not normally found in a conventional umbrella.

The **Brown Specialty Umbrella** features lightweight fabrication, making it easy for anyone to handle. The product offers its users vast convenience and allows them to be more efficient when walking in rain. Additionally, the **Brown Specialty Umbrella** is comfortable and safe to utilize. Furthermore, the **Brown Specialty Umbrella** offers all of the protection from the elements of a conventional umbrella. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

The **Brown Specialty Umbrella** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Brown now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the umbrella products industry are currently being targeted as candidates to eventually commercialize the **Brown Specialty Umbrella** on a worldwide basis.

In June 2014, Mr. Brown contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Brown Specialty Umbrella** 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 **Brown Specialty Umbrella** 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).