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Poof Invention In Search of Licensee

An innovative new product designed to effectively address a common sanitary issue, the **Poof**, has been developed by Maritza Torres of Bronx, New York. The invention's unique design and features enable its users to dispose of used feminine hygiene items in a convenient and safe manner.

The **Poof's** proprietary features enable it to combat the unpleasant odors typically associated with these items. The product helps insure a sanitary restroom environment. Additionally, the **Poof** eliminates embarrassing situations with respect to used feminine hygiene items being seen by others. Furthermore, the **Poof** can prevent potentially dangerous incidences of germ and bacteria transmission. Moreover, it is competitively priced and made from durable materials, adding to its appeal the convenience it provides.

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

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

In May 2014, Mrs. Torres contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Poof** 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 **Poof** 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.