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Eileen's Slip Ons Invention In Search of Licensee

A simple yet useful new product that protects the feet of its users when at the beach, the ***Eileen's Slip Ons***, has been developed by Nazaret Medina of Carteret, New Jersey. The invention's unique design enables it to serve as a comfortable and viable alternative to water shoes currently available.

The ***Eileen's Slip Ons*** are exceedingly easy to put on and take off. The product will be made available in a wide variety of fashionable and appealing style options. Additionally, the ***Eileen's Slip Ons***' proprietary features eliminate the problem of having the skin in the Achilles area constantly gripped as the user walks, a common issue found in water shoes. Furthermore, its comfortable design eliminates the chances of complaints and reluctance from children when asked to wear them. Moreover, the ***Eileen's Slip Ons*** will be easily portable to and from outdoor locations such as a beach or pool. The product will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Medina now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the footwear products industry are currently being targeted as candidates to eventually commercialize the ***Eileen's Slip Ons*** on a worldwide basis.

In July 2014, Mrs. Medina contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Eileen's Slip Ons*** 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 ***Eileen's Slip Ons*** 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.