

# INNOVATION DIRECT™

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## *PlanBrella Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to the care of plants, the **PlanBrella**, has been developed by Kathy Hight of Dublin, Virginia. The invention's unique design insures that plants have thorough protection from the elements.

The **PlanBrella**' proprietary features insure that plants do not suffer burns from being overexposed to the sun. The product shields vegetation from excessive rainfall and from frost during cold months. Additionally, the **PlanBrella** saves its users considerable money by eliminating the need to constantly purchase new plants. Furthermore, it is easy and straightforward to implement and can be left in a pot at all times. Moreover, the **PlanBrella** will also be available in a variety of designs and sizes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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

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