



Handy Can Invention In Search of Licensee

A simple yet innovative improvement on the packaging and dispensing of a widely used household accessory, the **Handy Can**, has been developed by Mike Preston of Midwest City, Oklahoma. The invention's unique design serves to greatly simplify the access to a new garbage can liner when one is needed.

The **Handy Can**'s proprietary features help produce a more sanitary and overall cleaner environment inside a trash can by preventing the leaking of fluids. The product removes the hassle of having extra bags fall into the trash bin or of having to retrieve a new bag from the very bottom of the receptacle. Additionally, the **Handy Can** eliminates the need to constantly have to change the trash bag and will be easily removable and washable as needed. Furthermore, it saves its users time and effort. Moreover, it will keep pets out of trash cans even in cases where they successfully knock over the can. The **Handy Can** will be competitively priced, adding to its appeal.

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

Mr. Preston 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 **Handy Can** on a worldwide basis.

In July 2014, Mr. Preston contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Handy Can** 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 **Handy Can** 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.