

# INNOVATION DIRECT

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## *Foot and Leg Protection Invention In Search of Licensee*

An innovative new product designed to offer a valuable health benefit for its users, the ***Foot and Leg Protection***, has been developed by Joyce Gober of Jasper, Alabama. The invention's unique design allows it to protect bedridden patients from skin damage stemming from the skin on their legs sticking together.

The ***Foot and Leg Protection*** eliminates painful and unpleasant episodes of skin breaking down and tearing. The product is thoroughly comfortable to put on and wear. Additionally, the ***Foot and Leg Protection***'s proprietary features insure that the product will not slip off of the user's feet. Furthermore, it will be instrumental in significantly reducing the chances of infection stemming from bed sores and related wounds. Moreover, the ***Foot and Leg Protection*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Gober now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the medical footwear accessories industry are currently being targeted as candidates to eventually commercialize the ***Foot and Leg Protection*** on a worldwide basis.

In July 2014, Mrs. Gober contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Foot and Leg Protection*** 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 ***Foot and Leg Protection*** 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).