



### *Lou-minator Invention In Search of Licensee*

An innovative and handy new product that addresses a common household-related need, the ***Lou-minator***, has been developed by Jake Arness of Kenai, Alaska. The invention's unique design provides its users with an essential component for being able to use a toilet in dimly lit conditions.

The ***Lou-minator*** allows its users peace of mind when attempting to reach the toilet in the darkness of night. The product eliminates potential injuries stemming from poor visibility. Additionally, the ***Lou-minator*** reduces the chances of messes resulting from a person not being able to clearly see where their toilet is. Furthermore, it can serve as an effective potty training device for young boys. Moreover, the ***Lou-minator*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Arness now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom lighting accessories industry are currently being targeted as candidates to eventually commercialize the ***Lou-minator*** on a worldwide basis.

In July 2014, Mr. Arness contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Lou-minator*** 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 ***Lou-minator*** 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).