



Mercedes Pencil Holder Invention In Search of Licensee

An innovative new product designed to serve as a valuable instructional accessory for children, the ***Mercedes Pencil Holder***, has been developed by Mercedes Brashear of LaPorte, Indiana. The invention's unique design allows it to effectively instruct children on how to properly hold a pencil.

The ***Mercedes Pencil Holder*** helps to significantly increase the timeframe in which children learn how to write neatly and correctly. The product is thoroughly comfortable to utilize. Additionally, the ***Mercedes Pencil Holder*** can be instrumental in promoting accelerated educational advancement in children by enabling them to begin writing sooner. Furthermore, it can potentially assist the elderly in holding a pencil more securely. Moreover, the ***Mercedes Pencil Holder*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Mercedes Pencil Holder*** has developed a working prototype that has been utilized with success. The ***Mercedes Pencil Holder*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Brashear now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the educational products industry are currently being targeted as candidates to eventually commercialize the ***Mercedes Pencil Holder*** on a worldwide basis.

In July 2014, Mrs. Brashear contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Mercedes Pencil Holder*** 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 ***Mercedes Pencil Holder*** 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.