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Dry Me Invention In Search of Licensee

An innovative new product designed to serve as a highly useful hair care accessory, the ***Dry Me***, has been developed by Kathleen Peterson of East Windsor, New Jersey. The invention's unique design brings enhanced functionality to a conventional hair drying device.

The ***Dry Me's*** proprietary features enable its users to maximize their time while drying their hair. The product is easy and thoroughly comfortable to operate and use. Additionally, the ***Dry Me*** allows a hair salon to serve more customers by offering additional stations in which hair can be dried. Furthermore, the ***Dry Me*** saves its users a great deal of time and eliminates the frustration of waiting extended periods at a salon for a conventional drying station. Moreover, it is easy and straightforward to implement and use in any public restroom setting. It will also be very competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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

In May 2014, Mrs. Peterson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Dry Me*** 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 ***Dry Me*** 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.