

# INNOVATION DIRECT™

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## *Lazy Man Toilet Seat Invention In Search of Licensee*

An innovative new product designed to address a simple but important need in a home, the ***Lazy Man Toilet Seat***, has been developed by Hisham Noreldin of Lansdale, Pennsylvania. The invention's unique design provides its users with an effective and sanitary method of lifting and lowering a toilet seat.

In today's highly germ conscious society, there is undoubtedly an increasing fear of public bathrooms. It is certainly true that they seem to create an ideal environment for the constant transmission of bacteria and germs, and the handling of toilet seats is perhaps the main culprit in this regard. Therefore, any product that offers the potential to eliminate the need to come in direct and therefore dangerous contact with a toilet seat would probably be viewed with great interest.

With this in mind, the ***Lazy Man Toilet Seat*** has been conceived. The ***Lazy Man Toilet Seat*** will significantly reduce the chances of coming into contact with germs and bacteria. Additionally, it will be fabricated from durable materials, making it a wise long-term investment. Furthermore, the ***Lazy Man Toilet Seat*** will be easy and comfortable to operate and will be competitively priced, adding to its appeal.

The inventor of the ***Lazy Man Toilet Seat*** has developed a prototype that has been utilized with success. The product is also the subject of **Design Patent D723,351 S** within the United States Patent and Trademark Office.

Mr. Noreldin now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom products industry are currently being targeted as candidates to eventually commercialize ***Lazy Man Toilet Seat*** on a worldwide basis.

In April 2013, Mr. Noreldin contracted product management services leader Innovation Direct™ to represent ***Lazy Man Toilet Seat*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Lazy Man Toilet Seat*** 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).