



The Wilson Post-Op Shirt Invention In Search of Licensee

An innovative new product designed to serve an important function for patients that are in a post-operative phase, the ***Wilson Post-Op Shirt***, has been developed by Vicki Wilson of Champaign, Illinois. The invention's unique design offers those recovering from shoulder surgery with a simplified way of putting on and taking off a shirt.

The ***Wilson Post-Op Shirt*** promotes and facilitates independence for post-operative patients. The product saves time and hassle when getting dressed. Additionally, the ***Wilson Post-Op Shirt*** provides an enhanced measure of privacy for its users during doctor's visits and therapy appointments. Furthermore, the ***Wilson Post-Op Shirt*** is designed to be fashionable enough to wear in public. Moreover, it will be competitively priced and made from durable and comfortable materials, adding to its appeal.

The ***Wilson Post-Op Shirt*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Wilson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Wilson Post-Op Shirt*** on a worldwide basis.

In December 2014, Mrs. Wilson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Wilson Post-Op Shirt*** 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 ***Wilson Post-Op Shirt*** 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.