



### *The Shield Invention In Search of Licensee*

An innovative new product designed to serve an important role in the prevention of germ transmission in the home, the **Shield**, has been developed by Abdiweli Kayliye of Minneapolis, Minnesota. The invention's unique design provides its users with an effective method of shielding their paper towel rolls from a variety of different potential contaminants.

The **Shield's** proprietary features insure that dust, insects, and other sources of bacteria are prevented from coming into direct contact with the paper towels. The product helps prevent potentially dangerous illnesses. Additionally, the **Shield** provides priceless peace of mind to its users. Furthermore, the **Shield** will also be competitively priced and made from lightweight yet durable materials, adding to its appeal.

The **Shield** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In December 2014, Mr. Kayliye contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Shield** 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 **Shield** 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).