



Cheese With Ease Invention In Search of Licensee

An innovative new product designed to resolve the annoying aspects of cheese slicers currently provided in the marketplace today. Annoying aspects such as stretched or broken wires, the inability of cutting completely through a block of cheese, or moreover, cutting ones-self by the use of the super sharp cheese knives currently available.

The *Cheese With Ease*® has been developed by Richard Thorin of Houston, Texas. The *Cheese With Ease*® unique blade design insures durability and safety in that its non-sharp blade is 100% guaranteed against breakage. The frame and blade are made of stainless steel which not only compliments its design, but provides dishwasher safe capabilities without wear and oxidation of the product. Additional features of this product are that cheese does not stick to the blade and the blade will not mar the cutting surface.

The *Cheese With Ease*® currently maintains a Patent Pending status with the United States Patent and Trademark Office.

Exposure to the marketplace has met with success, and the product is competitively priced to add to its appeal as well as making it a wise investment.

Mr. Thorin now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the kitchen and gourmet industry are currently being targeted as candidates to eventually commercialize the *Cheese With Ease* on a worldwide basis.

In June 2014, Mr. Thorin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Cheese With Ease* 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 *Cheese With Ease* 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.