

# INNOVATION DIRECT

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## *Shower Brush Wand Invention In Search of Licensee*

An innovative new product designed to serve as a valuable bath accessory, the ***Shower Brush Wand***, has been developed by Jim R. Berry of Otisfield, Maine. The invention's unique design enables its users to effectively and easily access hard-to-reach areas of the body when bathing.

The ***Shower Brush Wand*** enhances the enjoyment of a shower and will be a valuable tool in promoting thorough hygiene and cleanliness. The product helps prevent potential injuries in the shower for those with limited physical capabilities. Additionally, the ***Shower Brush Wand*** can be operated effortlessly. Furthermore, it saves both time and space in the shower. Moreover, the ***Shower Brush Wand*** will be competitively priced and will be made from durable materials, adding to its appeal.

The ***Shower Brush Wand*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In September 2014, Mr. Berry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Shower Brush Wand*** 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 ***Shower Brush Wand*** 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).