

INNOVATION DIRECT

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Hangear Invention In Search of Licensee

An innovative and considerably functional new fashion forward product designed to store, transport, and even package a variety of items, the **Hangear**, has been developed by Donna Caporale-Colon of New Haven, Connecticut. The invention's unique design enables its users to add a trend-setting flare to the organization of footwear, cell phones, personal accessories and a variety of other items.

The **Hangear** saves its users the time and hassle involved in having to search in multiple locations for personal items as it keeps them organized, secure and readily available. Additionally, the **Hangear** offers a chic exterior featuring a variety of alluring colors, patterns and embellishments designed to entice and inspire family, friends, and the general public. Furthermore, the product is durable yet compact and lightweight and can quickly and easily hang from and attach to virtually anything for the convenience of storage and portability. Moreover, the **Hangear** is competitively priced, making it a smart investment and an economical and opportune way for its users to sport a brand name and logo while expressing their very own personal style.

The inventor of the **Hangear** has developed a prototype that has been utilized with success. The **Hangear** is also the subject of **Utility Patent 8,662,318 B1** within the United States Patent and Trademark Office.

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

In July 2014, Mrs. Caporale-Colon contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Hangear** 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 **Hangear** 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.