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The Griipes Invention In Search of Licensee

A simple yet innovative apparel product designed to offer important protection for young children, the **Griipes**, has been developed by Brian Ruiz of Oswego, Illinois. The invention's unique design enables it to effectively protect the hands of its wearers when engaging in physical activity such as playing on playgrounds or in parks.

The **Griipes**' proprietary features help prevent potentially serious injuries resulting from sweaty hands slipping off of monkey bars or other playground equipment. The product prevents unsightly and often painful callouses and other hand injuries. Additionally, the **Griipes** can be attached securely to a child's hand, providing peace of mind and preventing loss. Furthermore, the **Griipes** are thoroughly comfortable and unobtrusive for a child during play. It will be made available in various designs and colors, enabling it to appeal equally to both genders. The **Griipes** will also offer the added benefit of serving as a barrier to the transmission of germs and viruses commonly found on playgrounds. Moreover, the **Griipes** will be competitively priced and made from durable soft rubber, nylon, polyurethane and spandex materials, adding to its appeal.

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

Mr. Ruiz now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the children's apparel products industry are currently being targeted as candidates to eventually commercialize the **Griipes** on a worldwide basis.

In January 2015, Mr. Ruiz contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Griipes** 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 **Griipes** 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.