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The Universal Shoe Invention In Search of Licensee

An innovative and useful new footwear product, the *Universal Shoe*, has been developed by inventor Rosayln Mobley of Rochelle, Georgia. The invention's unique design renders it an extremely versatile and valuable addition to any wardrobe.

The *Universal Shoe*'s proprietary features enable it to offer its users a variety of styles and colors to choose from when putting together an outfit. The product saves space in both a closet and in a suitcase when traveling. Additionally, the *Universal Shoe* is easy to manipulate and handle. Furthermore, it saves its users considerable money over time by reducing the amount of shoes they have to purchase. Moreover, the *Universal Shoe* will be competitively priced and made from durable and comfortable materials, adding to its appeal.

The inventor of the *Universal Shoe* has developed a prototype that has been utilized with success. The *Universal Shoe* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Mobley now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the footwear products industry are currently being targeted as candidates to eventually commercialize the *Universal Shoe* on a worldwide basis.

In February 2015, Mrs. Mobley contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Universal Shoe* 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 *Universal Shoe* 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.