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The Schiro Specialized Holiday Lights Invention In Search of Licensee

An innovative new product that provides a functional new twist on conventional holiday lights, the ***Schiro Specialized Holiday Lights,*** has been developed by inventor Aaron Schiro, Jr. of Craig, Colorado. The invention's unique design provides its users with a full set of holiday lights that are free of some of the most common problems associated with their use.

The ***Schiro Specialized Holiday Lights's*** proprietary features eliminate the need for using cumbersome extension cords. The product is more environmentally friendly than conventional versions. Additionally, the ***Schiro Specialized Holiday Lights*** will be made available in a wide variety of colors. Furthermore, the ***Schiro Specialized Holiday Lights*** will be competitively priced and made from durable plastic, adding to its appeal.

The ***Schiro Specialized Holiday Lights*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Schiro now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the holiday accessories industry are currently being targeted as candidates to eventually commercialize the ***Schiro Specialized Holiday Lights*** on a worldwide basis.

In January 2015, Mr. Schiro contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Schiro Specialized Holiday Lights*** 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 ***Schiro Specialized Holiday Lights*** 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.