



### *The Johnson Versatile Headwear Invention In Search of Licensee*

An innovative and useful new twist on a conventional sports hat, the ***Johnson Versatile Headwear***, has been developed by Jennifer Johnson of Antioch, California. The invention's unique design renders it a much more versatile piece of headwear when compared to conventional versions of the same products that comprise it.

The ***Johnson Versatile Headwear*** enables its users to enjoy the benefits of two commonly used products at any time they wish. The product is exceedingly easy for users to manipulate and take advantage of its unique features. Additionally, the ***Johnson Versatile Headwear*** is thoroughly comfortable to wear for extended periods. Furthermore, the ***Johnson Versatile Headwear*** helps insure that its wearers always have adequate protection from the sun, which provides considerable health benefits. Moreover, it easily lends itself to the mixing and matching of colors, allowing its users to represent multiple sports teams. The ***Johnson Versatile Headwear*** will also be competitively priced and made from durable cotton materials, adding to its appeal.

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

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

In January 2015, Mrs. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Johnson Versatile Headwear*** 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 ***Johnson Versatile Headwear*** 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).