



Pratt Laundry Basket Invention In Search of Licensee

An innovative and highly functional new twist on a widely used laundry accessory, the **Pratt Laundry Basket**, has been developed by Charles Pratt of Carlsbad, New Mexico. The invention's unique design enables it to greatly simplify a normally cumbersome laundry-related task.

The **Pratt Laundry Basket** is easy and comfortable to transport anywhere. The product saves its users a great deal of time and exertion when transporting laundry. Additionally, the **Pratt Laundry Basket** can prevent potential injuries stemming from attempting to carry too heavy of a weight. Furthermore, the **Pratt Laundry Basket** boasts additional features that help keep other laundry essentials such as detergent within convenient reach. Moreover, it will be competitively priced and will be made from durable materials, adding to its appeal.

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

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

In August 2014, Mr. Pratt contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Pratt Laundry Basket** 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 **Pratt Laundry Basket** 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.