

# INNOVATION DIRECT

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## *The Unique Tie Backs Invention In Search of Licensee*

An innovative and functional twist on a widely used household product, the ***Unique Tie Backs***, has been developed by Marilyn Dunn of Milwaukee, Wisconsin. The invention's unique design renders it an improved version of a conventional tie-back for curtains and drapes.

The ***Unique Tie Backs***' proprietary features enable its users to easily control the amount of light allowed into a room. The product is exceedingly easy to implement and operate as desired. Additionally, the ***Unique Tie Backs*** will be offered in a variety of eye-catching and appealing prints, designs, and colors. Furthermore, the ***Unique Tie Backs*** can be customized to match the décor of virtually any room. Moreover, the ***Unique Tie Backs*** will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Unique Tie Backs*** has developed a working prototype that has been utilized with success. The ***Unique Tie Backs*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In December 2014, Mrs. Dunn contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Unique Tie Backs*** 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 ***Unique Tie Backs*** 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).