



### *The Rodgers Specialty Holiday Accessories Invention In Search of Licensee*

An innovative and highly useful new twist on widely popular holiday accessory, the ***Rodgers Specialty Holiday Accessories***, has been developed by inventor Linda Rodgers of Chicago, Illinois. The invention's unique design greatly simplifies the normally cumbersome task of putting up holiday lights.

The ***Rodgers Specialty Holiday Accessories***' proprietary features enable it to establish a highly neat and aesthetically appealing appearance to a holiday light arrangement. The product saves its users a considerable amount of time by eliminating the need to untangle cords. Additionally, the ***Rodgers Specialty Holiday Accessories*** insure that all bulbs are arranged in the same direction. Furthermore, it can be directly applied to a wall or window, adding to the significant convenience it provides. The ***Rodgers Specialty Holiday Accessories*** will also be competitively priced and made from durable materials, adding to its appeal.

The ***Rodgers Specialty Holiday Accessories*** are also in Patent Pending status within the United States Patent and Trademark Office.

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

In February 2015, Mrs. Rodgers contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Rodgers Specialty Holiday Accessories*** 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 ***Rodgers Specialty Holiday Accessories*** 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).