



### *The Got It Covered Tanning Towel Invention In Search of Licensee*

An innovative and useful new twist on a conventional beach towel, the ***Got It Covered Tanning Towel***, has been developed by inventor Bernadette Digabriele of Austin, Texas. The invention's unique design enables its users to avoid some of the typical problems inherent in attempting to tan while laying on a towel.

The ***Got It Covered Tanning Towel***'s proprietary features insure that the product remains securely in place while being utilized. The product boasts storage capacity for outdoor essentials and personal effects, such as cell phones. Additionally, the ***Got It Covered Tanning Towel*** provides peace of mind by keeping valuables in a secure location while the user enjoys the outdoors. Furthermore, the ***Got It Covered Tanning Towel*** will be made available in a variety of colors to suit individual preferences. Moreover, the ***Got It Covered Tanning Towel*** will be competitively priced and made from durable soft cotton and elastic materials, adding to its appeal.

The ***Got It Covered Tanning Towel*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Ms. Digabriele now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beach and pool accessories industry are currently being targeted as candidates to eventually commercialize the ***Got It Covered Tanning Towel*** on a worldwide basis.

In February 2015, Ms. Digabriele contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Got It Covered Tanning Towel*** 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 ***Got It Covered Tanning Towel*** 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).