



### *The Starks Specialty Toothbrush Invention In Search of Licensee*

An innovative and highly appealing twist on an essential dental care product, the ***Starks Specialty Toothbrush***, has been developed by inventor Derrick Starks of Phillipsburg, New Jersey. The invention's unique design provides its young users with additional value beyond dental hygiene.

The ***Starks Specialty Toothbrush*** is exceedingly easy to operate. The product promotes the brushing of teeth by making it more entertaining. Additionally, the ***Starks Specialty Toothbrush*** can help instill important teachings and principles in young children. Furthermore, it will be made available in a wide variety of design options. Moreover, the ***Starks Specialty Toothbrush*** will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Starks Specialty Toothbrush*** has developed a working prototype that has been utilized with success. The ***Starks Specialty Toothbrush*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Starks now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the dental care products industry are currently being targeted as candidates to eventually commercialize the ***Starks Specialty Toothbrush*** on a worldwide basis.

In February 2015, Mr. Starks contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Starks Specialty Toothbrush*** 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 ***Starks Specialty Toothbrush*** 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).