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My Kitchen Invention In Search of Licensee

An innovative and highly useful new product designed to conveniently provide its users with a collection of household necessities in one unit, **My Kitchen**, has been developed by inventor Claudrene Hasty of Wheatley Heights, New York. The invention's unique design offers its users instant access to a wide variety of essential kitchen tools.

My Kitchen eliminates the hassle and time involved in attempting to search through moving boxes for kitchen necessities after just having relocated. The product will also be ideal for those traveling to hotels or other lodging away from home. Additionally, **My Kitchen** is conveniently and easily portable. Furthermore, the product will naturally make for a valuable housewarming gift. Moreover, **My Kitchen** will be competitively priced and made from durable materials, adding to its appeal.

My Kitchen is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In March 2015, Mrs. Hasty contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **My Kitchen** 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 **My Kitchen** 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.