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The Individual Perforated Medicine Packaging Invention In Search of Licensee

A simple yet highly functional improvement on the packaging of many widely used medications, the ***Individual Perforated Medicine Packaging***, has been developed by inventor Mildred Polnitz-Baker of Rex, Georgia. The invention's unique design greatly simplifies the normally cumbersome task of opening up medical product packaging in a convenient and expedient manner.

The ***Individual Perforated Medicine Packaging*** saves its users a considerable amount of time when attempting to access medications. It eliminates the need to enlist the help of others or of objects such as scissors when opening up packaging. Additionally, the ***Individual Perforated Medicine Packaging*** reduces frustration and promotes independence for the physically limited, such as the elderly. Furthermore, it can be implemented effectively with a variety of medical products. Moreover, the ***Individual Perforated Medicine Packaging*** will be made from durable yet perforated materials, adding to its appeal.

The ***Individual Perforated Medicine Packaging*** is also the subject of **Design Patent D700,069 S** within the United States Patent and Trademark Office.

Mrs. Polnitz-Baker now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the medical products packaging industry are currently being targeted as candidates to eventually commercialize the ***Individual Perforated Medicine Packaging*** on a worldwide basis.

In February 2015, Mrs. Polnitz-Baker contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Individual Perforated Medicine Packaging*** 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 ***Individual Perforated Medicine Packaging*** 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.