



Cosmetic Accessory Invention In Search of Licensee

An innovative solution to a common problem related to the storage of a widely used hair care item, the *Cosmetic Accessory*, has been developed by Michelle Watkins of Milwaukie, Oregon. The invention's unique design enables its users to neatly and conveniently store hair bands, barrettes, and bobby pins when not in use.

The *Cosmetic Accessory* helps its users maintain an orderly area wherever they keep their beauty accessories, such as a bathroom or dresser. The product takes up minimal space wherever it is placed. Additionally, the *Cosmetic Accessory* keeps hair bands from becoming lost, tangled, and disorganized and an additional and easily accessible storage area serves to ideally secure smaller hair care items such as barrettes and bobby pins. Furthermore, it saves its users time and hassle when getting ready to step out. Moreover, the *Cosmetic Accessory* will also be competitively priced and made from durable materials, adding to its appeal.

The inventor of the *Cosmetic Accessory* has developed a working prototype that has been utilized with success. The *Cosmetic Accessory* is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2014, Mrs. Watkins contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Cosmetic Accessory* 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 *Cosmetic Accessory* 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.