



The Larsen Blinds Invention In Search of Licensee

An innovative and highly convenient new twist on a widely used household product, the **Larsen Blinds**, has been developed by inventor Lynne Mary Larsen of Madison, Wisconsin. The invention's unique design helps to make the operation of household blinds much easier.

The **Larsen Blinds'** proprietary features enable its users to be free of many of the typical hassles associated with operation of conventional blinds. The product will save its users time when operating their blinds. Additionally, the **Larsen Blinds** will feature a wide selection of colors and styles that will allow it to fit seamlessly with virtually any home décor. Furthermore, the **Larsen Blinds** will be versatile enough to work equally well with vertical or horizontal blinds and will be made available in a variety of sizes to accommodate a large number of window dimensions. Moreover, it will be competitively priced and made from durable and quality materials, adding to its appeal.

The **Larsen Blinds** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Larsen now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the window treatment products industry are currently being targeted as candidates to eventually commercialize the **Larsen Blinds** on a worldwide basis.

In March 2015, Mrs. Larsen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Larsen Blinds** 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 **Larsen Blinds** 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.