



OverTheTop Invention In Search of Licensee

An innovative and highly functional new twist on a widely used clothing apparel item, the **OverTheTop**, has been developed by inventor Charles Cason of Bakersfield, California. The invention's unique design enables its users to enjoy the look and elegance of a button-down dress shirt without certain inconveniences inherent in the traditional version.

The **OverTheTop**'s proprietary features enable its users to put on and take off the garment in quick and convenient fashion. The product saves valuable time when attempting to get quickly dress for work or an important event. Additionally, the **OverTheTop** will be made in a variety of colors and patterns to suit individual consumer tastes. Furthermore, it will be available in a variety of sizes to fit consumers of all ages. Moreover, the **OverTheTop** will also be competitively priced and made from a variety of durable and comfortable materials, adding to its appeal.

The **OverTheTop** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In June 2015, Mr. Cason contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **OverTheTop** 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 **OverTheTop** 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.