



### *Maid Easy Invention In Search of Licensee*

A simple yet useful new product designed to simplify a task related to linens, ***Maid Easy***, has been developed by inventor Gailyn Murdocco of Truckee, California. The invention's unique design helps to considerably simplify the replacement of linens in a home or hotel.

The proprietary features of ***Maid Easy*** eliminate a typically time-consuming aspect of putting new linens on a mattress. The product is exceedingly simple to use. Additionally, ***Maid Easy*** saves considerable time and hassle, particularly for cleaning and maid services that must deal with a large number of mattresses and linens. Moreover, ***Maid Easy*** will be competitively priced and made from durable yet comfortable materials, adding to its appeal.

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

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

In October 2015, Mrs. Murdocco contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Maid Easy*** 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 ***Maid Easy*** 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](mailto:MR@innovationdirectonline.com).