



Backhander Invention In Search of Licensee

An innovative new product designed to serve a valuable personal skin care function for its users, the **Backhander**, has been developed by inventor Tesha Tarvin of Denver, Colorado. The invention's unique design allows its users to insure that normally hard-to-reach skin receives appropriate care and treatment.

The **Backhander's** proprietary features enable its users to effectively and comfortably apply all manner of skin lotions to their back. The product is fully adjustable to accommodate body types and backs of all sizes. Additionally, the **Backhander** features detachable and washable components, which add to the convenience it offers. Furthermore, it will be made available in a variety of different colors to suit individual tastes. Moreover, the **Backhander** prevents the discomfort associated with dry and cracking skin and promotes its overall wellbeing. The **Backhander** will also be competitively priced and made from durable materials, adding to its appeal.

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

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

In June 2015, Mrs. Tarvin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Backhander** 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 **Backhander** 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.