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Sex Strip Test Invention In Search of Licensee

An innovative new product designed to address a basic question of a highly sensitive nature, the *Sex Strip Test*, has been developed by inventor Andre Irving of Abbeville, South Carolina. The invention's unique design helps confirm the true gender of an individual.

The *Sex Strip Test's* proprietary features enable it to provide indisputable evidence of a person's gender. The product is exceedingly easy to administer and utilize. Additionally, the *Sex Strip Test* can be instrumental in preventing potentially awkward situations within an emerging relationship. Furthermore, it will be competitively priced and thoroughly safe for use, adding to its appeal.

The inventor of the *Sex Strip Test* has developed a prototype that has been utilized with success. The *Sex Strip Test* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Irving now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal medical accessories industry are currently being targeted as candidates to eventually commercialize the *Sex Strip Test* on a worldwide basis.

Mr. Irving contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Sex Strip Test* 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 *Sex Strip Test* 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.