

# INNOVATION DIRECT

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## *Just Jess Invention In Search of Licensee*

An innovative new product designed to provide a solution to a common problem related to the use of certain hair styling products ***Just Jess***, has been developed by inventor Yesenia Torres of Port St. Lucie, Florida. The invention's unique design insures that countertops are protected from products such as curling irons, straighteners and other heated hair styling tools.

The proprietary features of ***Just Jess*** enable it prevent hair care tools from sliding off countertops. The product is instrumental in preventing costly damage from occurring. Additionally, ***Just Jess*** is capable of protecting both hair care tools and countertops with equal efficacy. Furthermore, ***Just Jess*** is conveniently foldable into a make-up case to facilitate its transport from one location to another. It will also be made available in a wide variety of colors and patterns to suit individual tastes. Moreover, ***Just Jess*** will be competitively priced and made from durable materials, adding to its appeal.

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

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

In February 2015, Mrs. Torres contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Just Jess*** 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 ***Just Jess*** 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).