



Shopper Scanner Invention In Search of Licensee

An innovative new product designed to eliminate a common problem related to shopping the **Shopper Scanner**, has been developed by inventor Trina Marino of Mount Angel, Oregon. The invention's unique features enable its users to easily keep track of the dollar amounts of items in their shopping carts.

The **Shopper Scanner** eliminates the frustration and embarrassment of not having enough money once you reach the cash register. The product provides its users with peace of mind that they'll have enough to pay for everything in their cart. Additionally, the **Shopper Scanner** is more effective and accurate than a calculator. Furthermore, it can be set up to provide alerts when its users go over their desired budget, and saves time and hassle within the checkout process. The **Shopper Scanner** will be competitively priced and made from durable materials, adding to its appeal.

Ms. Marino now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the shopping accessories industry are currently being targeted as candidates to eventually commercialize the **Shopper Scanner** on a worldwide basis.

Ms. Marino contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Shopper Scanner** 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 **Shopper Scanner** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 2280 or at MR@innovationdirectonline.com.