

# INNOVATION DIRECT

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## *The Disposable Refrigerator Shelf Liners Invention In Search of Licensee*

A simple yet very handy new product designed to effectively address a common household appliance cleanliness problem, the ***Disposable Refrigerator Shelf Liners***, has been developed by Tracy Joseph of Desloge, Missouri. The invention's unique design provides its users with an efficient and virtually effortless method of insuring that their refrigerator shelves are kept free of spills and general food and liquid residue.

The ***Disposable Refrigerator Shelf Liners*** saves its users considerable time and effort in keeping their refrigerator clean. The product keeps the refrigerator environment as bacteria-free and hygienic as possible, thereby preventing potential illnesses. Additionally, the ***Disposable Refrigerator Shelf Liners*** is exceedingly easy to implement in any refrigerator. Furthermore, they are fully biodegradable, making them safely disposable after use. Moreover, the ***Disposable Refrigerator Shelf Liners*** will be competitively priced and made from both durable and elastic materials, adding to its appeal and making it versatile and sturdy while in use.

The ***Disposable Refrigerator Shelf Liners*** is currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Joseph now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household appliance accessories industry are currently being targeted as candidates to eventually commercialize the ***Disposable Refrigerator Shelf Liners*** on a worldwide basis.

In June 2014, Mrs. Joseph contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Disposable Refrigerator Shelf Liners*** 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 ***Disposable Refrigerator Shelf Liners*** 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).