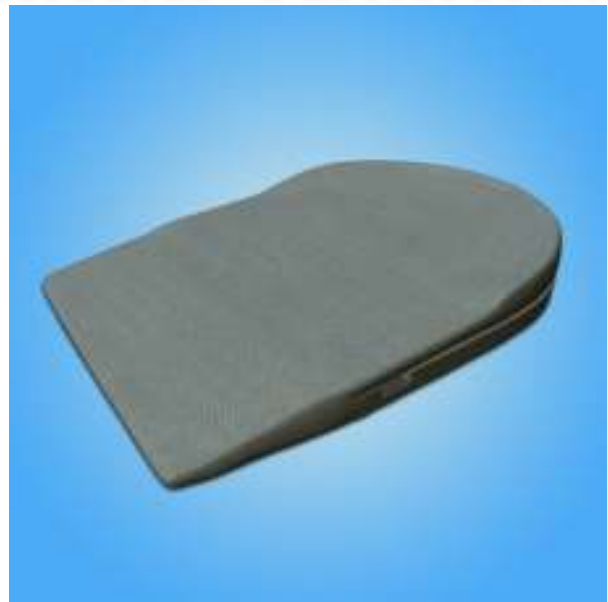


“The Lace Down Insole”

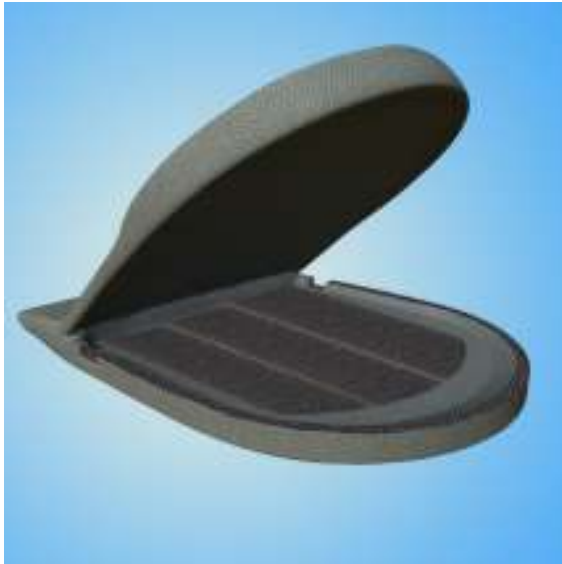


**The Lace Down Insole is a one of a kind insole that hides your laces!!
Hide Ugly Laces – Keep Laces Secure – For Adults OR Kids – Comfortable**

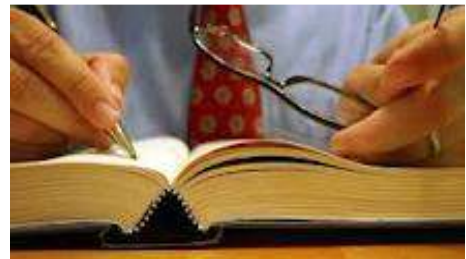
The Lace Down Insole is a product that allows you to wear your shoes with style and ease! No need to wear a bow-tie because you can now comfortably hide your shoelaces within the shoes. This method of hiding the laces is very effective for allowing shoes to slide on and off easily without tying and untying. The Lace Down Insole hides the laces in the bottom of the shoe while keeping them nice and tight and keeping the shoes comfortable.

The entrance areas for the shoelaces and the inside of the insole are lined with Velcro which ensures the laces remain stationary and difficult to pull out over time. This product will be great for the elderly, the disabled and children! Consumers will no longer be limited to Velcro style or slip on shoes, but will be able to buy laced shoes and have the same ease of quickly getting shoes on and off.

The Lace Down Insole is a great, simple and cost efficient product that will solve problems people have had when trying to conceal shoelaces, or who did not want to purchase laced shoes due to the inconvenience of tying and untying. It's a product that will be popular amongst all age groups and will work with any tied shoe or boot. This product would be low cost on the retail shelf and could sell in any large retail and or specialty store making it a high volume sales product.



The inventor, Jonathan Berry, lives in Aurora Colorado and had an idea for a better way to hide laces inside a shoe's insole. Jonathan contacted the Mars Rising Network and had a provisional and design patent application filed. He had the invention designed properly so that he may see success with this great idea and turn it into a real product. He is actively seeking a company that would have an interest in licensing the product for a royalty.



Patent Ability & Engineering

A provisional and design patent application has been filed as of February 2017. The Patent Search was performed by The Mars Rising Network which revealed nothing similar. A granted patent could be obtained because of the unique design and functionality of the device as compared to other known devices.

The Market

The Domestic Market is quite large as this product could sell in approximately 150,000 retail stores in the USA and throughout the international market.

The retail price would range from \$9.99 to \$49.99. The wholesale amount would range from \$4.00 to \$24.00 and the cost to manufacture from \$2.00 to \$12.00.



If you have an interest in more information regarding the Lace Down Insole and are a serious company that would be interested in a licensing agreement or distribution please contact me directly.

Sincerely;

Jonathan Berry / Inventor / Patent Holder

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