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**FOR IMMEDIATE RELEASE**

**Inventor of George Foreman Grill  
Contracts with Inventor Mentor for Next Bestselling Idea**

Tarzana, CA (October 23, 2012) – The George Foreman Grill sold more than 140 million units worldwide. And now, its inventor, Michael Boehm, is on to the next big thing.

Boehm recently contracted with “inventor mentor” Eric P. Rose, NPDP, MBA, to help secure a licensing deal for his latest cooking-related invention. Rose, who is the president and founder of Pinnacle Product Innovation—a company that specializes in product innovation services and invention brokerage—will direct the new product’s entry to market, ensuring the highest level of mass appeal.

The development deal is a part of a growing trend of “inventor-preneurs” leveraging the experience of invention brokers to take their ideas to marketplace reality.

“When the George Foreman Grill premiered in 1994, it exceeded expectations on a massive scale. Boehm’s new innovation promises to offer consumers something even better. Working with an inventor of this caliber is incredibly exciting,” says Rose, who is now entertaining potential licensing offers on behalf of Boehm’s upcoming cooking product.

In addition to his work with Boehm, Rose has contracts with clients in a variety of industries—including housewares, infant products, hardware, medical devices, health and wellness, sporting goods, and pet products. Rose helps clients move their inventions through the cycles of product innovation, development, commercialization, manufacturing, distribution, and licensing, as needed.

**About Eric Paul Rose**

With over 30 years in new product innovation and commercialization, Eric P. Rose, President of Pinnacle Product Innovation, has been a named inventor of more than 70 patents, including several award-winning products. Rose is a Professor of Product Innovation in Pepperdine University’s MBA program, serves as President Emeritus and Co-Founder of the Product Development and Management Association, Los Angeles Chapter (PDMA-LA), and is the Founder of the Inventors’ Mastermind SoCal Meetup. For more information, visit [www.ericpaulrose.com](http://www.ericpaulrose.com), call (818) 383-8330, or email [ericpaulrose@gmail.com](mailto:ericpaulrose@gmail.com).

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