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## Think You Can't Launch Your Invention During A Recession? Think Again!

Joan Lefkowitz, an original marketer of TopsyTail™, is president of ACCESSORY BRAINSTORMS, Inc., a licensing agency, sales representation and consultancy for Fashion/Beauty Accessory and Lifestyle Inventions. From its showroom in New York's accessories district, it licenses inventors' products to major corporations and markets to mail order catalogues, TV shopping programs and retail. Some very successful products it has launched have been TOPSY TAIL (which sold over \$100m at retail), HAIRDINI, HOLLYWOOD FASHION TAPES, MISS OOPS and most recently, BOSOM BUTTON, LUMBARWEAR, **WHIRL-A-STYLE**, WINKEE, R.E.M. SPRING (hair removal tool) and TAG TAMERS. Specializing in representing unique products and inventions since 1984, Accessory Brainstorms is always interested in seeing new products in these categories. ACCESSORIES Magazine awarded Joan for the "Most Inventive Products" and also cited her as one of the 100 most important accessories industry "Movers and Shakers".

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