Footwear

Inventors: Wright Maceo Ronald; (US)

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Abstract

Small, portable, convenient, easy to use foot covers made for protecting your feet.

Wrap it up, cover it up, and protect your feet!

Clear foot covers for daily activities.

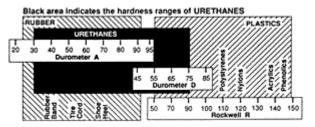
Red, Green, Brown, Beige, and Yellow foot covers for daily activities.

Mid-sized foot covers that taper at the ankle.

Full size foot covers that tapper at the calf.

- The invention is protective footwear for the foot. The invention is made for the human foot.
 The product can be used by people of all ages, sex, and cultural background. The invention works like a foot cover, light weight and omits moisture. The foot covers serve many purposes in life as defined later in the claims.
- 2. The invention is unique because it protects the foot, made from rubber material, forms to the contours of the feet, disposable, light weight, portable, discrete, and on the go packaging. (See Figure 1a).
- The invention is made for all any daily activity that requires your feet to be protected, quickly, efficiently, and for short and long periods of time. The invention can be used by people of all ages, sex, and religions.

- 4. The invention is made of a gel substance which is also known or found in Ethylene-vinyl acetate. The materials used (99999) serve the following purposes but not limited to; protective footwear, clinginess, enhancing additive combination of plastic, or better known as expanded rubber. EVA foams is used as padding in equipment for various sports such as ski boots, hockey, boxing, mix martial arts, shoes, for example. Some other materials involved are Polyurethane
- Polyurethane combines the best properties of rubber and plastics. It can be manufactured in a variety of hardnesses, or durometers, ranging from rubber band soft to bowling ball hard. It offers excellent tensile strength, cut resistance, abrasion



resistance, and resists chemicals, hydrocarbons, ozone, bacteria, fungus, and moisture. Depending on the durometer, urethane can elongate up to 800% and return to its' original dimension without a significant loss of memory. This combination of properties lead to applications such as bumper pads, cutter bars, die cutting pads, vibration isolators, hydraulic seals, and all types of wheels and rollers.

- √ 3/26/12 preliminary findings submitted to HSML
- ✓ 2/16/12 content research
- √ 01/02/12 IN PROGRESS.
- √ 12/30/11 Meeting with Alex Kim to discuss the next steps of the provisional patent.
- ✓ 9/19/11 Alex Kim out of town next week in Seoul Korea.
- ✓ 9/23/11 Verify website name is still available and legit.
- √ 9/26/11 started researching local distributors, manufactures, and similar competition.
- √ 9/25/11 no progress.
- ✓ 10/12/11 creating rough sketches in black book.

CLAIMS

This invention is to address a unidentified need within several trending industries that currently have a need for a foot cover representing the following attributes; protection from debris on ground, not limited to dust, particles, hair, lint, liquids, dirt, and more. This invention also fills a gap that currently existing in the following industries as it relates to executing tasks, physical activity, travel, leisure,

religious ceremonies, weddings, sporting events, recitals, competitions, all of which require physical activity and involve a form of walking, running, and a full range of mobility. The material is made of rubber. The rubber is clear and made for absorbing impact, also offers a non slip sole, followed by an adhesive material on the inside for a comfortable fitting. The invention will also offer a moisturizing effect while being worn on each foot.

Moisturizing
Disinfecting
Alcohol free
Eco-friendly
Hypo-Allergenic

- 1. Health & Fitness; invention can be used in fitness industry for those individuals and or groups using public facilities that require the removal of shoes. Ex: Yoga class, swimming pool, men and women locker rooms, dance class, ballet, aerobics, step class, and more.
- 2. Health & Beauty; Modeling and runways shows, walking between dressing rooms, showers, back stages, show preparations. Sauna, whirlpools, indoor and outdoor showers, and pools. Infants, teenagers, young adults, senior citizens, handicap, obese, disabled, models, actors, actress, priest, religious, adult industry, and more.
- 3. Travel; airport security and removing of shoes. While on the plane, in the car, between locations. Walking to and or from the parking lot. Travel by boat, yacht, ship, ferry, bus, train, hot air balloon.
- 4. Religious; prayer services that require the removal of shoes, walking through a temple, mosque, church and more.
- 5. Outdoor; running, jumping, lunging, walking, stretching, camping, fishing, wading and more.
- 6. Indoor; gymnasium, racket ball, volleyball, tennis, light running, jumping, rock climbing, massage therapy, physical therapy, aroma therapy, foot clinics, chiropractor adjustments, working out, squatting, leg curls, ham curls, dead lifts and more physical activity.
- 7. Entertainment- The club and night-life scene around the country is up 33% vs. last year. This combined with the gen Y,X, and baby boomers who enjoy going out on the town to some degree. While some enjoy fine dining combined with luxury transportation services, other like the electrifying night life full of energy from the city. In both instances, you have people heading out wearing uncomfortable shoes, eliminating the gap time of discomfort is the goal. Having the

option to take off those 4 inch stiletto's can be the best feeling. Covering your feet with JellyFeet covers is priceless.

8. http://babesesh.blogspot.com/2010/10/barefoot-at-club.html



The other day Amanda and I were getting ready for the night and when we were slipping on our heels we were talking about girls that don't know how to walk in them. I don't know how many times we have been out and by the middle of the night at a party when everyone is dancing we see girls taking off their heels and putting them by the DJ booth and going back to the dance floor to dance. Ladies.. what is even the point of putting on heels if you a.) don't know how to walk in them and b.) you just end up looking dumb. I don't get it?! I feel like these girls just make themselves at home when they are at the club. Well I got news for you.. you aren't at home. Put your damn shoes back on and act like a lady and next time throw those forever 21 flats on because this look is just a mess.

9. Handicap & Disabled is also a vibrant community that could potentially benefit from JellyFeet. The foot covers can also serve a vital role in daily activities.

http://star.txstate.edu/content/%E2%80%98nothingimpossible%E2%80%99-resident-uses-disability-motivate-others

10. http://www.jaipurfoot.org/01_org_whoarewe.asp

- 11. A composition for imparting tackiness to a *foot cover* sole surface comprising: a film former; an adhesive; a tackifier; and a solvent capable of dissolving and creating a substantially uniform solution of said film former, adhesive and tackifier for applying a coating to a *foot cover* sole surface and causing same to bond into a film having a liquid-glass transition temperature
- 12. A composition for imparting tackiness to a *foot cover* sole surface as defined in claim 1, wherein said adhesive is a pressure sensitive adhesive (PSA).
- 13. Celebrities who walk bare foot website: http://www.barefoot-celebrities.com/search/label/Mila%20Kunis
- 14. http://www.whatssogreataboutperth.com/2009/12/17/hello-world-2/
- 15. http://www.stick-e.com/stickesocks.html

DESCRIPTION & BACKGROUND OF THE INVENTION

[0002] 1. Field of the Invention

[0003] The invention generally relates to the *human foot* and, more specifically, serving as a protective cover ie: glove to be worn on any type of human *foot*, not limited to adult, full grown male or female, infant, toddler, teenager, senior, regardless of sex, religion, culture, animal, two or four legged or more. [0004] 2. Description of the Prior Art

[0005] Specialized foot covers have been designed and used in conjunction with several activities, such as yoga, dance, aerobics, zumba etc. These foot covers are designed not only to provide support to the participant but to enhance the "cutability" performance of the activity when the participant is required to step "hard" on the floor to stop quickly, pivot or reverse directions.

[0006] Indoor floor sport enthusiasts have one major complaint--dusty, dirty floor surfaces. Players use courts that range from slightly dusty to neglect for months. These conditions lead to a lack of cleanliness at the most inopportune times, i.e., when often the only option is being barefoot when participating in these athletic activities.

[0007] Gymnasium and indoor courts, for example, are hard surfaces that are generally maintained to provide very smooth surfaces. Such smooth hard surfaces when covered with dust, lint, hair, and other debris tend to diminish the amount of traction that a *bare foot* can provide, particularly when the bottom surface of the bottom of the *foot* becomes contaminated by collecting dust, fibers and other forms of debris. Such debris often sticks to the sole of a player's *foot* and this diminishes and eventually leads to a significant reduction or loss of traction between the player's *foot* and the floor surface. Such dust accumulates rather quickly in spite of all attempts to keep the floor dust and bacteria free. Players often find it necessary to wipe the bottoms of their *feet* quite frequently, with their hands or other devices in order to restore some of the original tackiness of their *feet*.

[0008] Facilities such as religious temples within the Hindu culture require people to remove their shoes prior to entering the worshiping areas where the god statues are located. As a result, the participant in any religious ceremony has to remove all shoes and sometimes even their socks. For this to take place successfully, a *foot cover* would be a viable solution to preventing the *foot* from any debris the floors may have collected. As shown in illustration 1.1

[0009] The participant can choose from a variety of **foot covers** that not only match the color of their wardrobe, but only may blend with the complexion of their skin. This serves multiple purposes that will be repeated in this report.

[0010] The advantage to *color foot covers* are to help blend with the skin tone of the person, animal and or object. See illustration 1.2

[0011] There are many different skin colors especially as it relates to the human *foot. Foot covers* are better than a sock due to the fact they can be disposed after use. Recycled, bio-degradable.

[0012] *Foot covers* are portable and travel friendly. Convenient for carrying in purses, backpacks, and other small bags for on the go people.

[0008] A limited number of solutions for aforementioned problem have been proposed. U.S. Pat. No. 3,400,421, for example, discloses a **shoe** sole cleaner in a form of a "sticky" floor mat that incorporates a pressure sensitive adhesive (PSA) to accumulate dirt from the bottom of shoes. Once the sticky surface has been fully contaminated and can no longer adequately serve its purpose a new layer is created by peeling the top pressure sensitive sheet in a stack of such sheets. Thus, such **shoe** sole cleaner utilizes a pressure sensitive adhesive surface that a user can walk on to clean the under surface of shoes thereby removing some of the debris and micro-debris that has been accumulated and attached to the **shoe** sole. This is not always practical when playing sports.

[0009] U.S. Pat. No. 5,421,106 discloses a **shoe** sole wiping pad that seeks to eliminate the problem encountered on the floors of basketball courts and the like where there is a constant accumulation of dust particles that attach to the bottoms of shoes of basketball players, for example, resulting in loss of traction during a game. The patent discloses an upwardly facing wiping surface of suede or other suitable material that can be used by players to remove dust from their **shoe** soles by wiping the **shoe** soles on the upwardly facing surface of a **shoe** string cover mounted in each instep of each **shoe**.

[0010] In U.S. Pat. No. 5,555,564 an apparatus is disclosed for cleaning a **shoe** sole and a method of making and using the same. A **shoe** sole wiping pad is sewn into the outer surface of an athletic socks upper tube portion. The wiping pad absorbs and retains moisture and has a moisture-bearing wiping surface that removes dust and debris from the sole of an athletic **shoe** when the wearer wipes the sole across the pad.

There are many purposes for this invention. Some of the most important features describe how the product protects the human foot from fungi, germs, debris, and other substances that can be harmful and dangerous to the human foot. Protection from everyday harmful elements that can be found on the ground, gymnasium floors, locker rooms, hard wood floors, temples, sidewalks, streets, and many other forms of payment. This product is meant for everyone who appreciates the ability to go shoe-less without causing injury to their feet from harmful materials on the ground. The value of applying this protection on their feet so that they can enjoy the high intensity yoga class without having to worry about acquiring some fungi or athlete's foot from going bare foot. This product allows for people to become one with the ground without harming their feet, while still enjoying the pain free of walking in 6 inch high heels from the night clubs to their parked car. Whether you're rehearsing for a play, wedding, ballet, or dance you'll have the option to go with added protection on your feet so that your worry free once you're done with any activity. Many people still have not found the best way to go bare foot outside, inside, or wherever their travels may take them. This is the ultimate solution. The product gives you the ability to be free and travel painless, worry free, and best of all with no overhead. You simply apply to your feet and off you go. Once you're done, you simply throw away. (Recyclable?) The human foot comes in many different sizes, shapes, and textures. Starting with the top of the foot, some are

extremely hairy, others have opportunity with dryness, and it doesn't end there. If we continue and flip over to the bottom of the foot, here where the journey begins for you and me. Regardless of your story, we all remember walking bare foot to someplace. Looking back, it may have been while working at home in your garage. For some, while at work, others if their lucky only where shoes and socks 10% of their work day. Our feet, plus shoes represent the method of transportation that ignites us from A to B. Prior to getting into the vehicle, public transportation, motorcycle, boat, train, and airplane we all must ask ourselves; "what shoes am I going to wear?"

The retail market for this product is limitless. I truly mean this simply because you don't need an outfit to know what's going to go on your feet. Let's start with the retail environment focusing on clothing and shoes. Nordstrom's, Bloomingdales, Macy's. These are all dominant companies ingrained in the retail clothing market. All three companies are a huge loyal base of customers who follow their trends, specials, and overall message of branding.

<u>Different type of protection for your feet!</u>

Unlike latex glove, JellyFeet acts as a foot cover that omits moisture, lightweight, and protects the foot.

PROTECT YOUR FEET!!! COVER EM UP.

Keyword: Health and Fitness; Surfaces including but not limited to; pool, gymnasium, hardwood floors, concrete, linoleum, marble, slate, sand, mud, dirt, grass, rocky, sandy, wet, uneven, cracked, and carpet.

- Comfort and durability depends on the type of protection needed combined with the properties of the foot cover.
- This invention will address the need for foot protection while serving all existing statements. For
 example, the foot cover primary responsibility will be protection from all harmful debris, dirt,
 moisture, infections, fungi, but not limited to these. The invention will also address new ideas
 such as portability, unlimited use based on the activity, style of the foot cover, packaging,
 functionality, activities and disposal process.
- Protection- The foot cover protects from many types of debris by allowing the user to wear like a sock, only it protects better from moisture, debris, fungi from all types of floors, pavements, natural surfaces, colorless, odorless, lightweight, breathable, clear in color, moisturizers offered in selected models. The protection is based on the type of foot cover the user selects. Different properties represent different protection levels. For example, a doctor or nurse may have a need for a medical type of foot cover that has a higher level of durability and protection against blood, secretions, and other liquids.
 - Protection in the health and beauty industry is wide open. There are many industries within health and beauty that currently do not offer any protection for people's feet that are like this invention. The invention differentiates from all other forms of protection for several reasons. The light weight advantage allows for people to be discrete, on the go, and more efficient. Combined with

the proposed packaging and design of the invention. (See Figure 1b). The packaging and design will explained later in the proposal. The health and fitness industry, the surfaces vary depending on the activity. For yoga participants, the goal is to be barefoot and or minimize the amount of shoes and socks worn on the feet for both comfort and style. This is a problem. In some regions of the country, inclement weather causes water, snow, mud, and other forms of debris to be tracked into the yoga floor where participants are engaging in the activity.

Protection in Health and Fitness Continued-

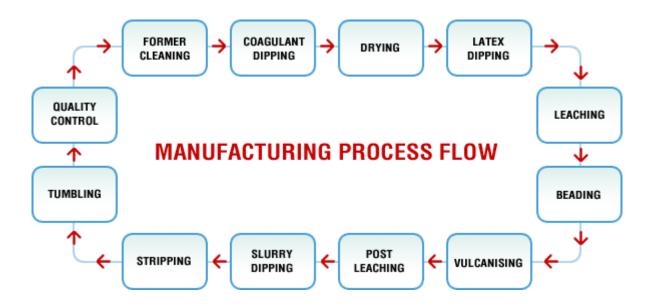
This creates an uncomfortable experience for the users. Additionally, the amount of clutter from shoes, jackets and other pieces of clothing build up in the yoga space limiting the space available in the room potentially causing safety concerns too. Protection from other peoples perspiration, hair, and trash on the floor can also be included in the benefits of the invention for users in the health and fitness industry specifically yoga participants. The same can be said for other forms of physical activities both at a gym, fitness studio and or home basement.

This invention is different because it provides protection, comfort, and overall ease of use with the ability to quickly dispose of the product when done. Although the primary benefit of this invention is foot protection, it bridges the gap for many other activities that life brings the human foot. In locker-room settings, depending on the sport, many athletes now either wear flip flops before entering the shower, and or bathroom area. For some, they simply go barefoot. This creates further risks of catching disease, fungi, and other germs. Sauna's, hot tubs, water parks alike are just a few more amenities that add value but also add risk to your feet if the proper protection is not being addressed. This invention gives all users regardless of age or gender the added protection needed to fully enjoy their activity while having the peace of mind of foot protection.

At the pool this invention serves as protection from all debris that can be found on the high traffic surfaces. Protection from spilled soft drinks that dry up and create sticky substances, to ice cream bar wrappers with chocolate remnants exposed. Regardless of the debris, your feet will eventually make contact with all of these and much more. The advantage of Jelly Feet protection while enjoying a day at the pool is the flexibility of movement and protection. A child can still enjoy all the normal activities that he or she would be interested in. Parents can simply get up and walk to the public restroom or to the bar and order a club soda in comfort and peace of mind.

Entertaining friends on the porch and patio is another activity Jelly Feet offers the added value of protection while ensuring your feet are close to their natural state. No need to look for your flip flops, sandals, shoes and socks. Jelly Feet protection allows you to enjoy your time with friends and family and less managing your footwear. Jelly Feet protection offers light weight, disposable, foot covers that range is different colors, sizes, and heights.

Latex Glove manufacturing process.



Types of Rubber Gloves:

Source: Top Glove

Website: http://www.topglove.com.my/GK type.htm

Nitrile Examination Gloves

Nitrile gloves are made from Acrylonitrile-butadiene, a synthetic polymer. It is made from synthetic rubber which is non-latex and protein free, hence suitable for users who are sensitive to natural rubber proteins. Soft formulation or low modulus nitrile gloves provides excellent feel, fit, comfort and flexibility to users and reduces hand fatigue. It has good resistance to oil, grease and wide range of toxic chemicals and solvents. Nitrile gloves posses high abrasion and puncture resistance properties. Its elasticity is good but less superior as compared to natural rubber. It is generally more costly than natural rubber gloves.

Latex Examination Gloves

Made from natural rubber latex (NRL), it offers its users the best barrier protection in areas of potential risk associated with blood-borne pathogens and other substances or biohazards. The physical properties of the material provide excellent flexibility and uncompromised protection with high degree of sensitivity. It provides excellent comfort and feel. Latex outperforms other glove materials in terms of elasticity and tensile strength. Latex examination gloves are generally affordable and economical in terms of pricing

Vinyl Examination Gloves

Made from Poly Vinyl Chloride (PVC). It is ideal for users who are sensitive to natural rubber latex protein allergy. Vinyl gloves have good resistance to oil, ozone, grease, acid and bases. Vinyl provides a relaxed and comfortable fit that feels like a second body skin. Soft vinyl formulation offers greater comfort, fit and better flexibility. It has anti-static properties suitable for cleanroom and critical environment applications. Vinyl gloves are generally very affordable and economical.

Medical Gloves

The highest quality of Medical-Grade Exam Gloves is to act as a reliable, protective barrier which prevents the transmission of organisms and blood-borne pathogens to its users. Exam gloves are not necessary in sterile form, it can be in non-sterile to protect your hands from exposure. It is widely used in hospitals (outside operating theatre) and other industrial and home applications.

Top Glove offers the highest quality of Medical-Grade Exam Gloves available in Latex, Nitrile and Vinyl for both powdered and powder-free gloves.

Disposable Gloves

Disposable Gloves are generally used in the following applications: Food handling, salons/spas, electronic assemblies, laboratorial work, packing process, automotive, janitorial, general pharmaceutical and home use/DIY. These gloves are not recommended for medical use, especially to prevent transmission of organisms, blood-borne pathogens and protection against various chemicals.

Polyethylene Glove (PE Glove)

Disposable polyethylene or PE gloves are made with materials approved by USDA, provide protection from organic vapors, dusts and mists thus making them a smart choice for any food service application. All of the gloves are powder free. Our polyethylene gloves are printed with an embossed finish on both sides to improve grip and is ambidextrous to fit either hand.

Sock Selection Process:

Glove Selection Guide

GLOVE PERFORMANCE INDICATOR

Your Best Choice Of Jelly Feet

The following comparisons serve as a guide for users to choose the right glove material for each application. It allows users to choose the optimal glove depending on the purpose and application.

PROPERTIES	Natural Latex	Nitrile	Vinyl	PE		
Barrier Properties against Viral Transmission	9) 9) 9)	ap ap	3	*		
Tear Resistance	ap ap	a) a)	•	•		
Puncture Resistance	*	a	3	a		
Tensile Strength and Elasticity	ap ap ap	a	3	\$		
Protein Content	Present	Not Present	Not Present	Not Present		
Comfort, finger dexterity to reduce hand fatigue	4 4 4	a	3	9		
Tactile sensitivity for better feel	ap ap ap	a	3	a		
Resistant to oils and solvents	*	के के के	a	a		
Resistant against chemicals	3	के के के	3	a		
Food Contact Safety	a) a) a)	ap ap ap	ap ap ap	ap ap ap		
Biodegradable and environmental friendly	<i>ap ap ap</i>	a	3	9		
Price	a) a)	a	4 4 4	4 4 4		
Indicator: Sair Sair Sair Excellent						

Safety & Protection

This should be the main priority to protect users from any blood form or other substances which they come into contact with.

Comfort & Fit

Gloves are for protection and at the same time provide its users the comfort when performing their tasks. In terms of performance, latex glove are regarded as providing excellent elasticity and fitting.

Concerns on Allergy

The above issue has been a concern to all users of Latex products. However, if you choose to use latex gloves it is recommended to use powder free latex gloves or powdered gloves with reduced protein content. Perfect alternatives would be synthetic Vinyl and Nitrile gloves. Soft formulations of vinyl and nitrile gloves provide the degree of comfort and sensitivity close to Latex gloves but are more expensive in terms of pricing.

Quality versus Cost

Question of cost over quality has been the main issue when deciding on using the different type of gloves. The vital factor to consider when deciding on using the glove is to get the highest acceptable quality standards at the best or optimum value you can obtain. Latex and vinyl gloves are generally very affordable whilst nitrile and other synthetic gloves are usually more costly.

Glossary

No	Subject	Explanation
1.	510(K)	Section 510(k) of the Food, Drug and Cosmetic Act requires those device manufacturers who must register to notify FDA, at least 90 days in advance, of their intent to market a medical device. This is known as Premarket Notification - also called PMN or 510(k). Medical device manufacturers are required to submit a premarket notification if they intend to introduce a device into commercial distribution for the first time or reintroduce a device that will be significantly changed or modified to the extent that its safety or effectiveness could be affected. http://www.fda.gov/cdrh/510k.html
2.	ADA	Dentists and consumers have long recognized the American Dental Association (ADA) Seal of Acceptance as an important symbol of a dental product's safety and effectiveness. Participating manufacturers commit significant resources to test and market products in the Seal program.
3.	Air Pump Test	Air pump test serves to check for holes and visual defects in gloves.
4.	Allergic Reaction	Allergy is defined as abnormal or exaggerated and sometimes harmful reactions to external substances called allergens.
5.	Ambidextrous	Gloves that can be used either on the right hand or left hand without

		compromising the usage.
6.	AQL	Acceptable Quality Level
		AQL 1.0,1.5, 2.5: Suitable for medical gloves
		AQL 4.0: Suitable for non medical gloves
7.	ASTM (American Society for testing and Material)	ASTM International is one of the largest voluntary standards development organizations in the world-a trusted source for technical standards for materials, products, systems, and services. Known for their high technical quality and market relevancy, ASTM International standards have an important role in the information infrastructure that guides design, manufacturing and trade in the global economy.

More Glossary terms can be found at: http://www.topglove.com.my/GK glossary.htm

FAQs

General Information

- 1. What are the difference between chlorinated and polymer coated latex powder free gloves?
- 2. Why is latex glove a better choice of protection?
- What is the extractable protein and powder level in your gloves?
- 4 Are latex gloves made from natural rubber latex?

Initial Order

- Do you produce extra long sizes? We have sizes up to men's 22. Wide, Narrow, infant sizes available.
- 2. Where are your gloves manufactured? TBD.

<u>Do you offer in-house brand?</u> Option 1: If we sell idea to a corporation they purchase the idea and re-brand the product. Ex: Dr. Schols. Option 2: Licensing is renting your idea to a manufacturer. The manufacturer handles the marketing, manufacturing, distribution and basically everything else required to bring the product to market.

4. What are your main product range?

5. What is the shipment lead time? All methods available.

What are the modes of payment that you can offer? All types of credit cards, certified check, money order and cash.

- 7 What is my minimum purchase per order? 2 pair of Jelly Feet
- 8. What are the advantages of Full Container Loading (FCL)?
- What are the disadvantages of Loose Container Loading (LCL)?

<u>Can I have the gloves in my own private brand?</u> Yes, you must provide us with logo, artwork and or select from our image gallery. Set up charges and graphic artist time is extra.

- 11. Can I mix different products in a container?
- 12. What is the maximum quantity load for 20ft and 40f container?

Quality Assurance

- 1. <u>Do your gloves meet ASTM D3578 (for Latex Examination Gloves, ASTM D5250 (Vinyl Examination Gloves) and ASTM D3577(for Surgical Gloves) or EN 455/ EN 374 standards?</u>
- Are your factories certified with ISO 9001, ISO 13485 and comply with Good Manufacturing Practices 2. (GMP) ?
- 3. Do you have the FDA 510Ks for export to the USA? Do we have authorization to export out of USA?
- 4 What is distinct about Top Glove's manufacturing practices?
- 5 What quality controls do you have in your factories?

Protection

JF works as a toe and nail protector by covering the entire foot.

Potential Marketing Partnerships

TOM's is the company that donates a pair of shoes for each purchased pair third world countries around the world. The company started a movement called: "One Day without Shoes" The concept promotes people from all over, including high schools, community colleges, neighborhoods, and others to spend

the day without wearing any shoes. The sole purpose is to drive awareness and support all the people in need of shoes around the world. There is also a website:

http://www.tomscampusprograms.com/page/one-day-without-shoes-2012-ideas