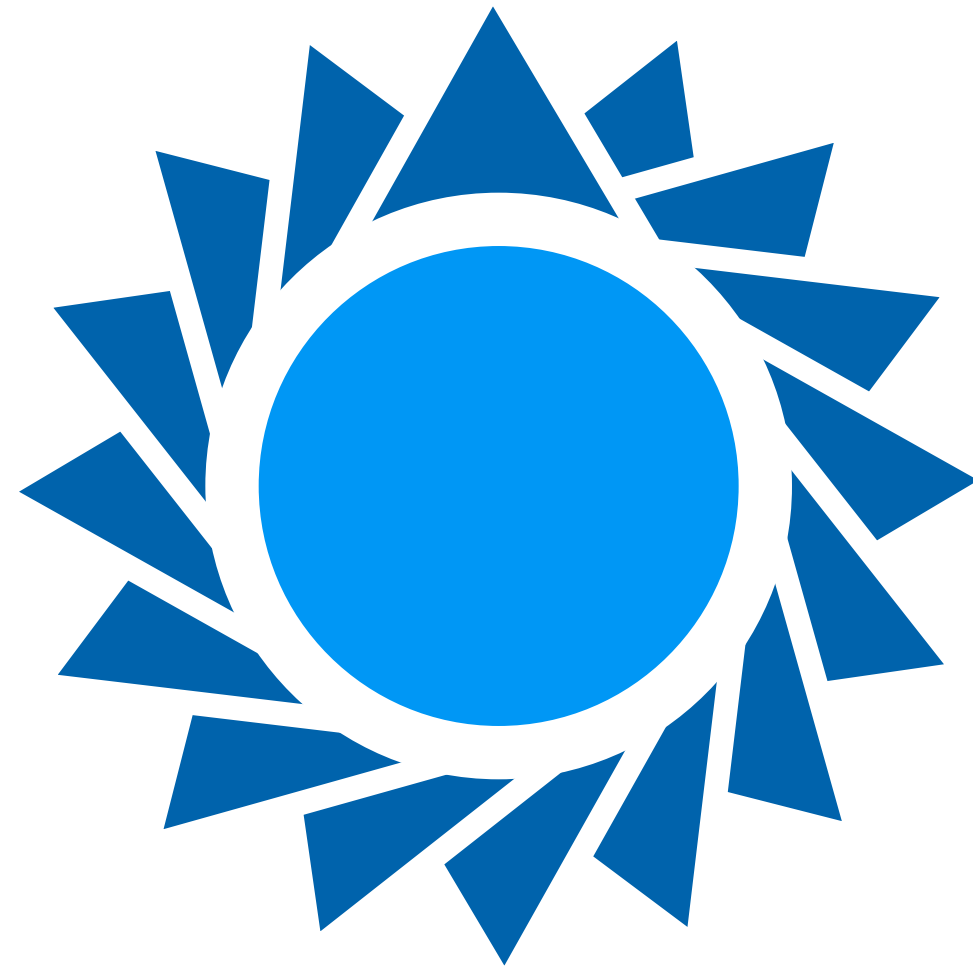


**TITLE:**

UTILITY WASH CLOTH

UWC



**PRESENTER:**

DEMETRIOS C. SOTOS

DCS

# O U T L I N E

---

I P S . . . . .	2
INTELLECTUAL PROPERTY RIGHTS	
I N T R O D U C T I O N . . . . .	7
B A C K G R O U N D . . . . .	B
S O L U T I O N . . . . .	S
F E A T U R E S & B E N E F I T S . . . . .	FB
A P P L I C A T I O N S . . . . .	A
C A L L T O A C T I O N . . . . .	CA

I P S

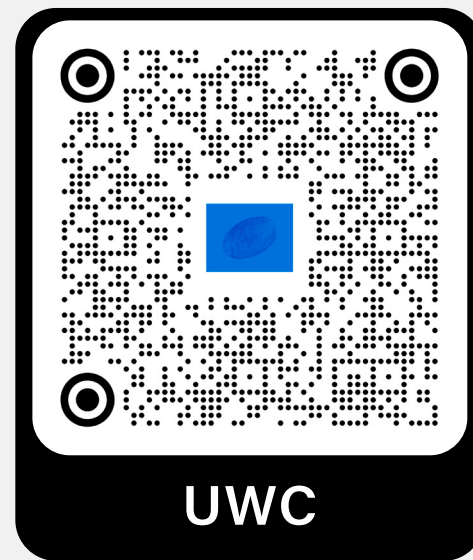
I N T E L L E C T U A L P R O P E R T Y R I G H T S



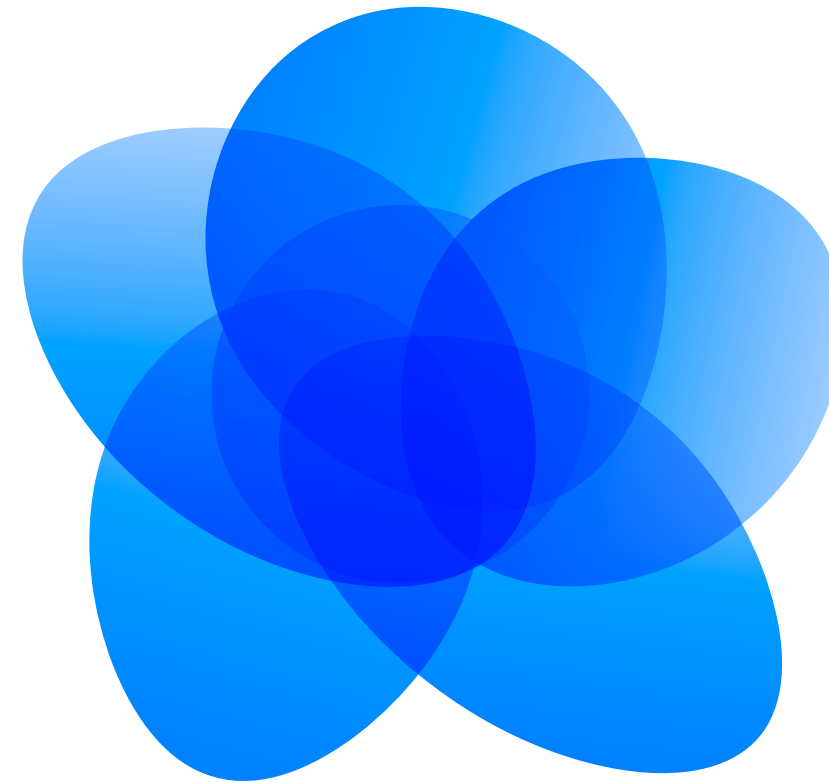


# I NTELLECTUAL P ROPERTY R IGH TS

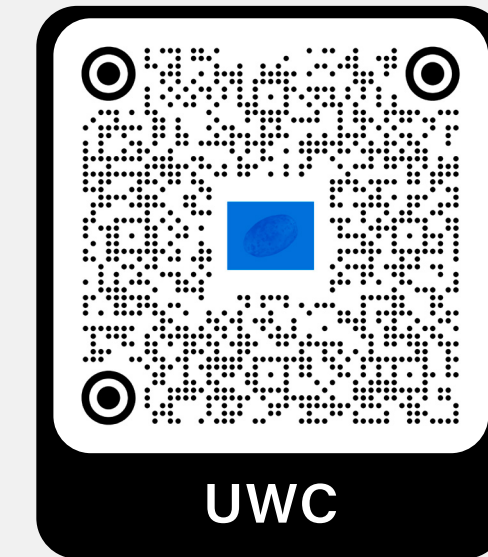
---



Patent No.:  
US 10,478,021 B2



Patent No.:  
US 10,959,579 B1



The inventor continues to make improvements to his invention protected by intellectual property rights.

 See patent *(s)* for additional detailed information. 

# I N T R O D U C T I O N



*INTRODUCING*

**THE**

UTILITY WASH CLOTH

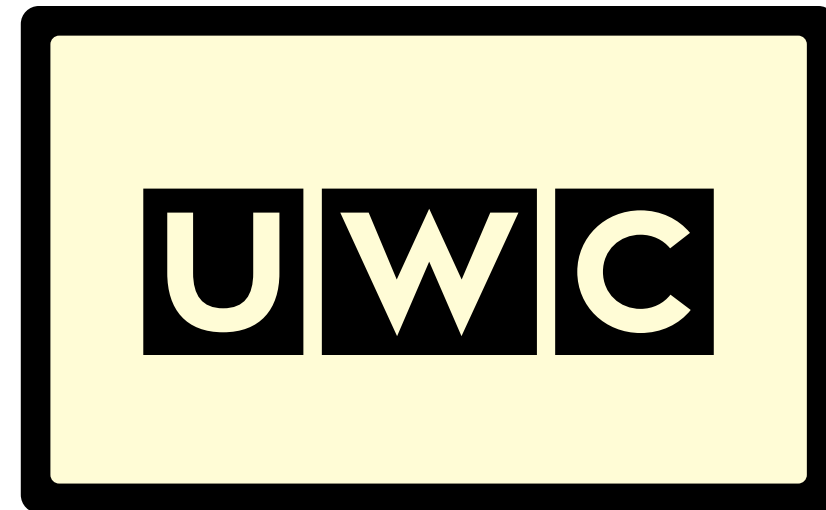
**UWC**

A *MULTIPURPOSE*

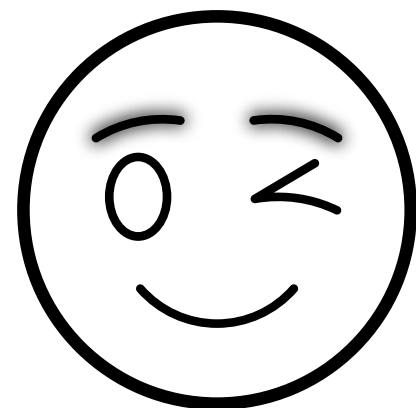
everyday handheld cleaning device

with *LONG-TERM* marketplace life cycle potential.

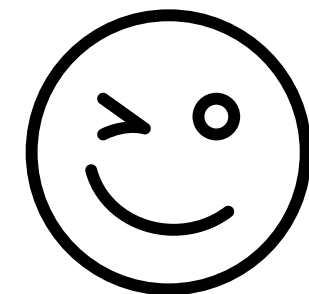
**GIVE THE FOLLOWING YOUR FULL**



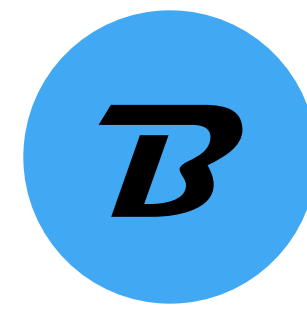
**ATTENTION !!**



**YOU WONT BE DISAPPOINTED**



B A C K G R O U N D

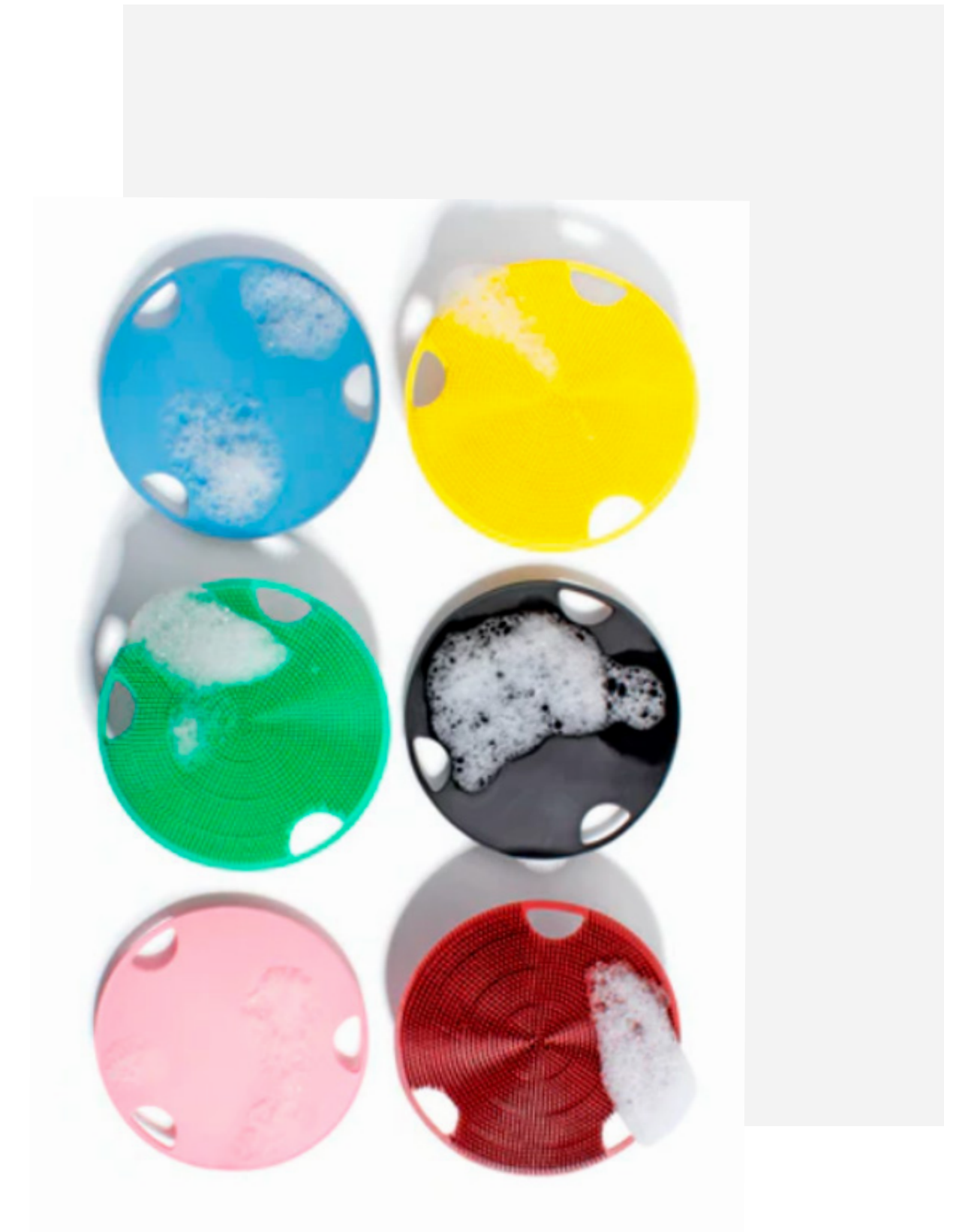
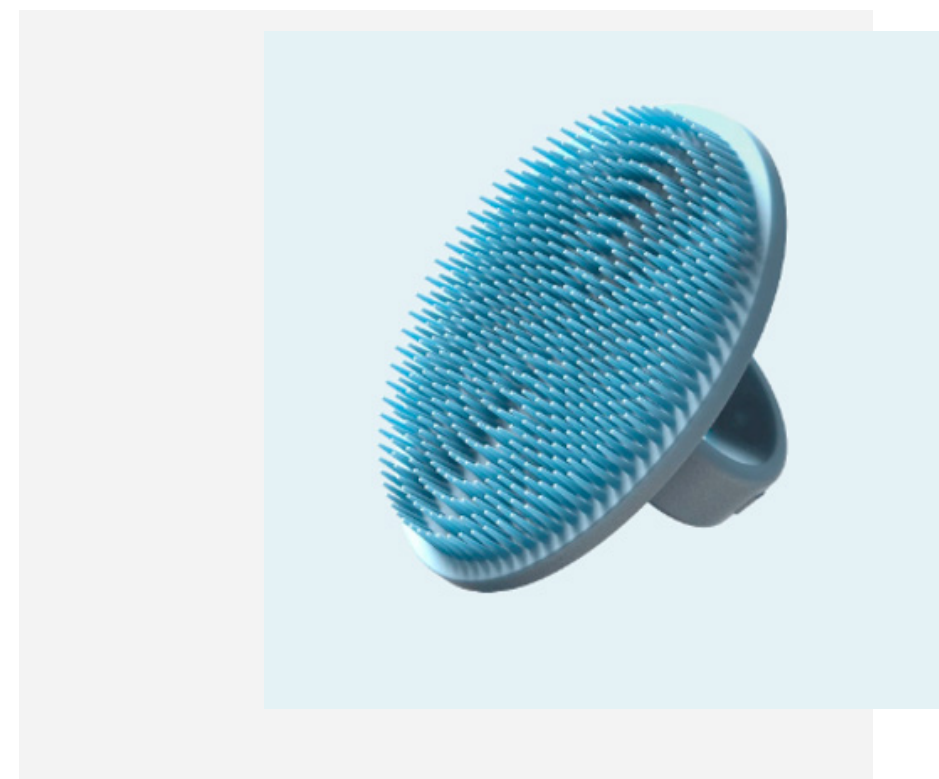
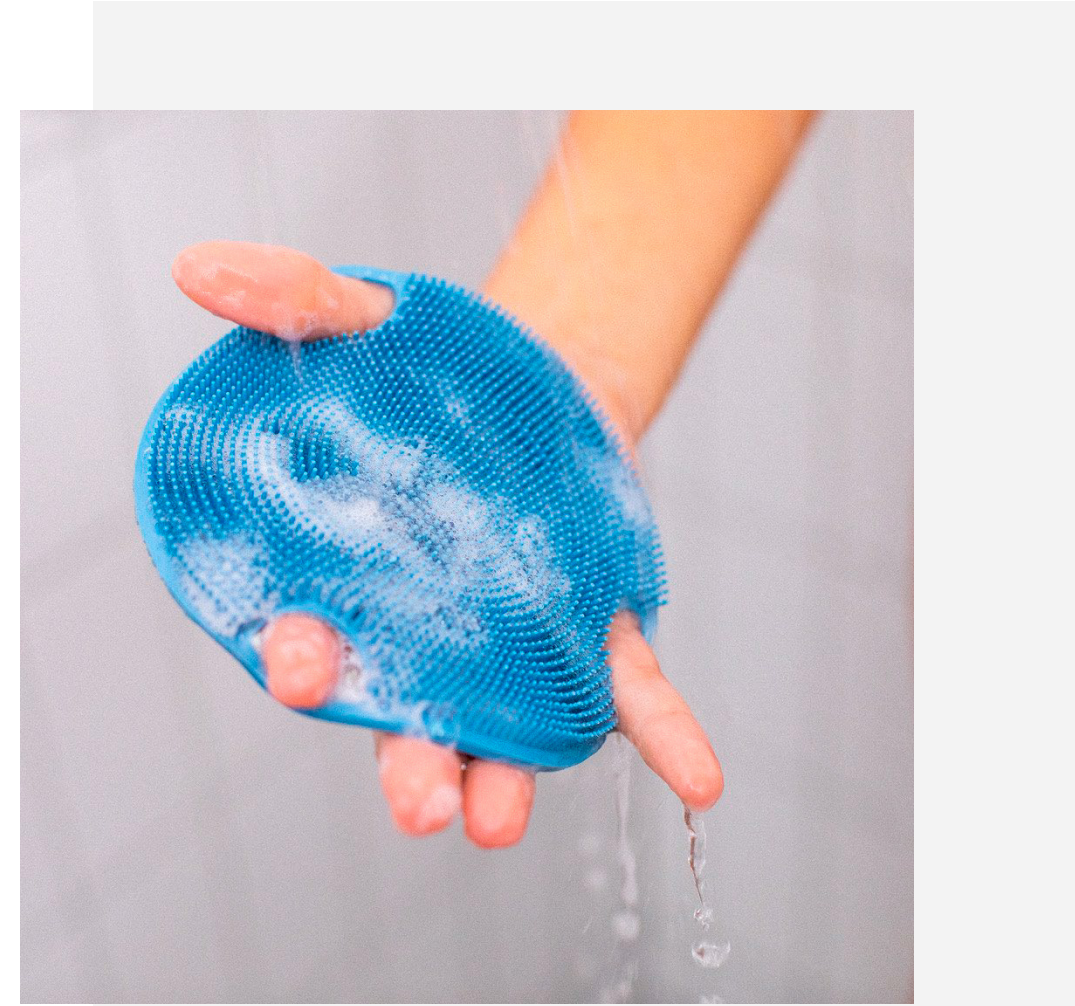
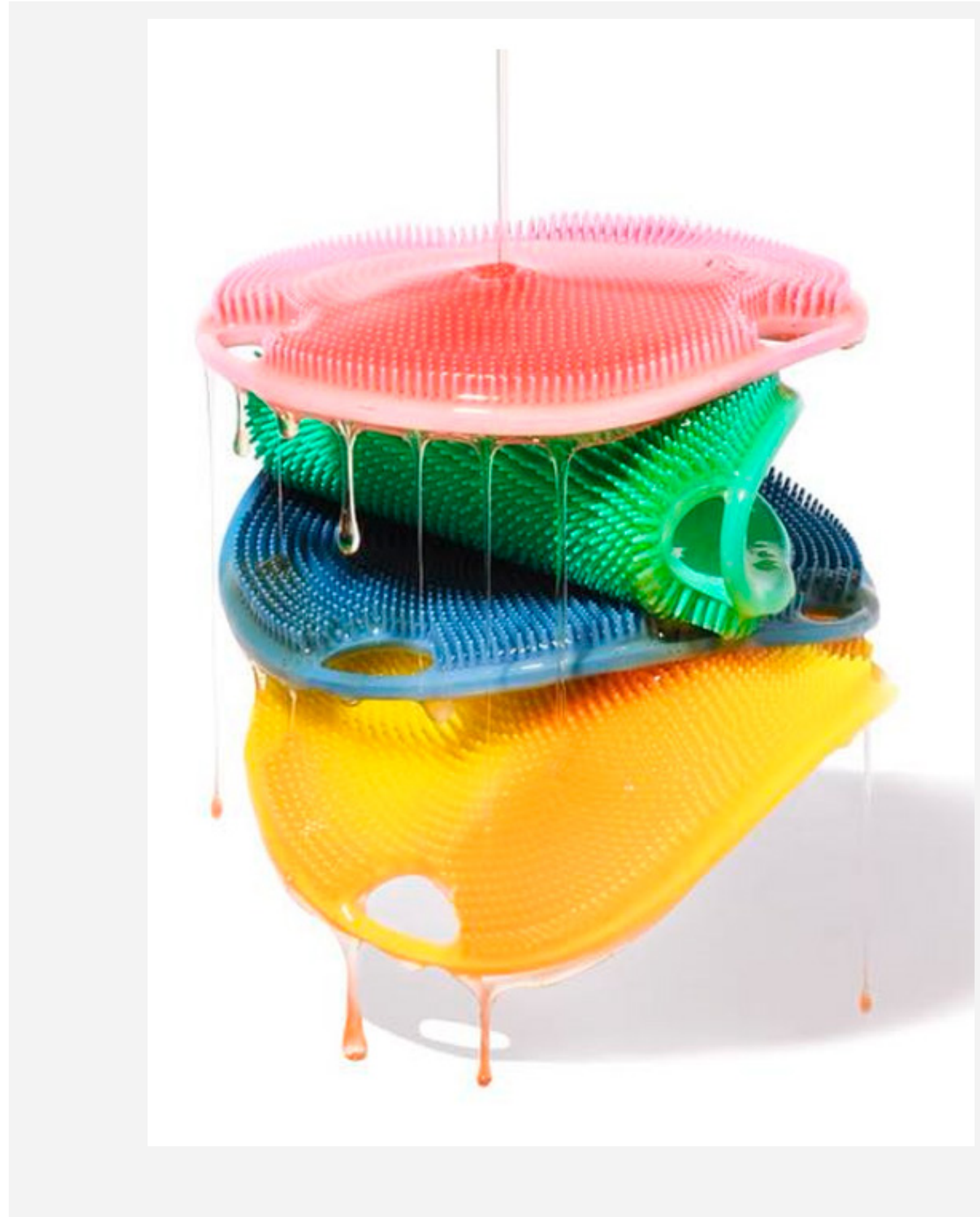


**THE UWC WAS CREATED TO SOLVE  
LONG PRESENT PROBLEMS FOUND  
IN PERSONAL HYGIENE CLEANING DEVICES.**



# BACKGROUND DEVICES

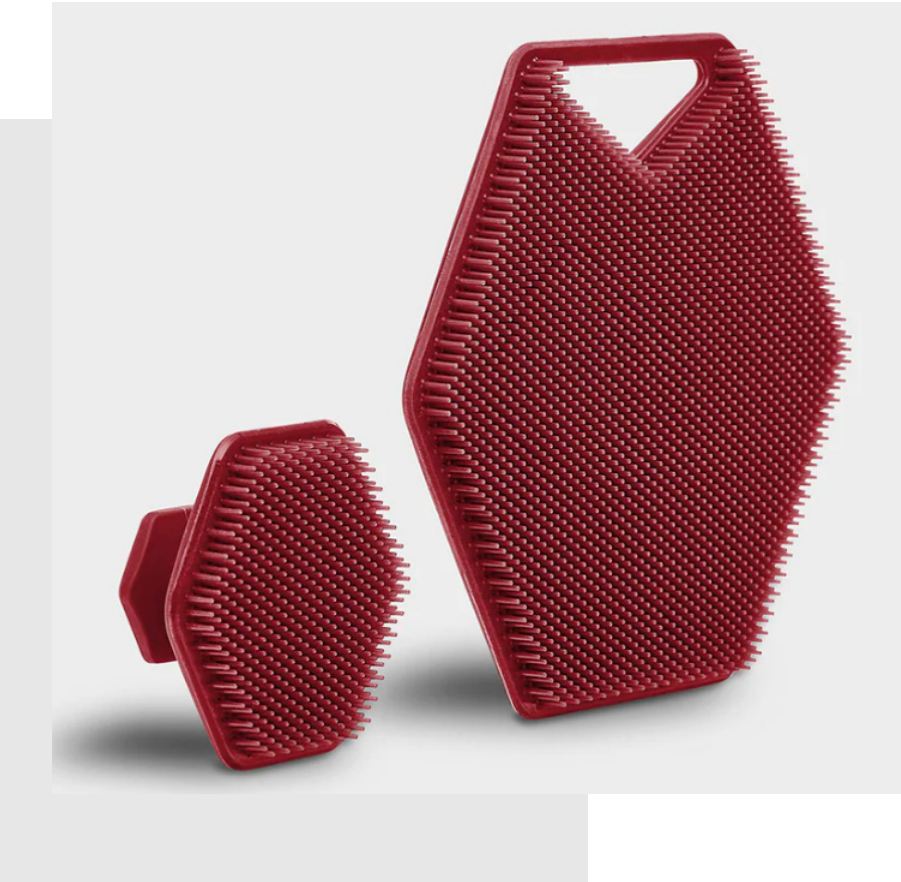
\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.





# BACKGROUND DEVICES

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



**Scrub up good.**  
100% Silicone  
300% Life-Changing.

GET CLEAN

A close-up photograph of a hand being scrubbed with a black silicone scrubber. The scrubber has a dense array of small, rounded bristles. The hand is covered in white soap suds.

**Unrivalled stimulation.**

A photograph of a person's head being scrubbed with a black silicone scrubber. The person's hair is wet and covered in white soap suds. The scrubber is being used on the back of the head.



# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2016

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.

[Scotch-Brite™ Brand](#) > [Scotch-Brite™ Products](#) > Stay Clean

## Your Selections

Collection

Stay Clean



## Find a Product

### Recommended Surfaces



- Dishes (3)
- Non-Stick Cookware (3)
- Countertops (1)
- Pots & Pans (3)
- Stainless Steel (1)

## Stay Clean





## Scotch-Brite® Stay Clean Scrub Sponge

★★★★★ 3.6 (87) [Write a review](#)

Overview
Details
Specifications
Customer Reviews
Related Products



- Won't trap food -- guaranteed
- Even eggs and cheese won't stick
- Cellulose is 100% plant-based and is than other materials such as foam
- Comfortable, easy-to-hold shape

[View all details](#)

# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2016

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.

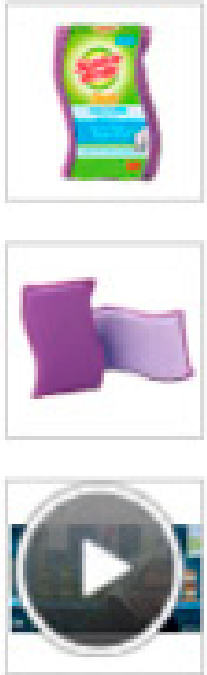
## Scotch-Brite® Stay Clean Scrubber

★★★★☆ 4.1 (75) [Write a review](#)

- Overview**
- Details
- Specifications
- Customer Reviews
- Related Products



Hover to zoom



- Won't trap food -- guaranteed
- Even eggs and cheese won't stick
- Two-sided for non-scratch scrubbing and absorbent wiping
- Comfortable, easy-to-hold shape

[View all details](#)

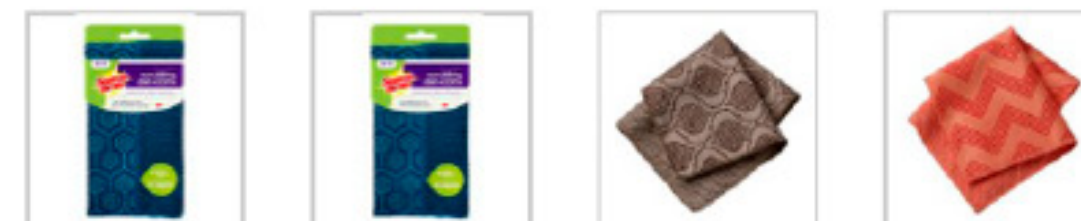
**WHERE TO BUY**



## Scotch-Brite® Scrubbing Dish Cloth

★★★★★ 4.2 (36283) [Write a review](#)

Overview
Details
Specifications
Customer Reviews
Related Products



- Scrubbing power makes cleaning easy
- Rinses clean & dries quickly!
- Safe for non-scratch cookware
- Machine washable and dryer safe

[View all details](#)



# BACKGROUND DEVICES

\*None of the devices shown are any version(s) of the Utility Wash Cloth. They are included as demonstration of scope background devices.

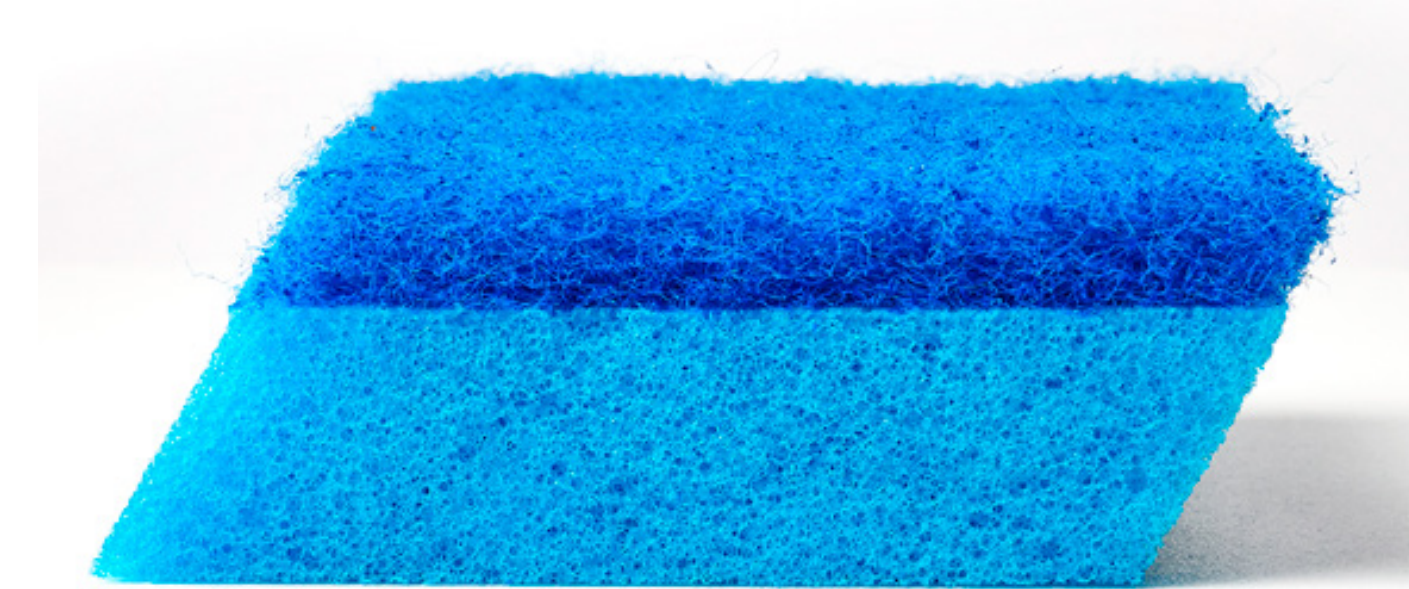
Brillo® Estracell®

## No Scratch Scrub Sponge with Wedge Edge®

### Your Deep-Reaching Scrub Sponge

This sponge is designed to clean delicate surfaces all over your home with its patented wedge shape. It's also made with unique fibers that rinse 10x faster than other sponges and dry faster, too. We've made a different sponge for each of your surfaces, so you can clean up without spreading bacteria around. This, plus the fact that bacteria won't grow on our Estracell sponges, makes them more sanitary.\* That's why Brillo is one of the most trusted names in household cleaning.

- The Brillo Estracell Sponge **rinses 99.9% clean**, dries quickly, and is **MORE SANITARY**—it won't support bacteria growth... naturally!\*
- **Works on delicate surfaces** and reaches deeper into hard-to-reach areas with a **Wedge Edge® design**.
- **Recyclable** and **Made in the USA**



\* Independent test results demonstrate that bacteria will not feed and survive on the sponge fibers of Estracell sponge material naturally. The unique cell structure rinses cleaner and dries faster, eliminating the perfect breeding condition for bacterial and fungal growth. These qualities make Estracell more sanitary.

**SPONGE WITH A PATENTED WEDGE SHAPE.**

**---SEE PRODUCT DESCRIPTION.---**

*The Brillo sponge demonstrates a simple novel solution protected by intellectual property rights.*





# BACKGROUND DEVICES

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



Double-sided long bristles for easy cleaning of dishes

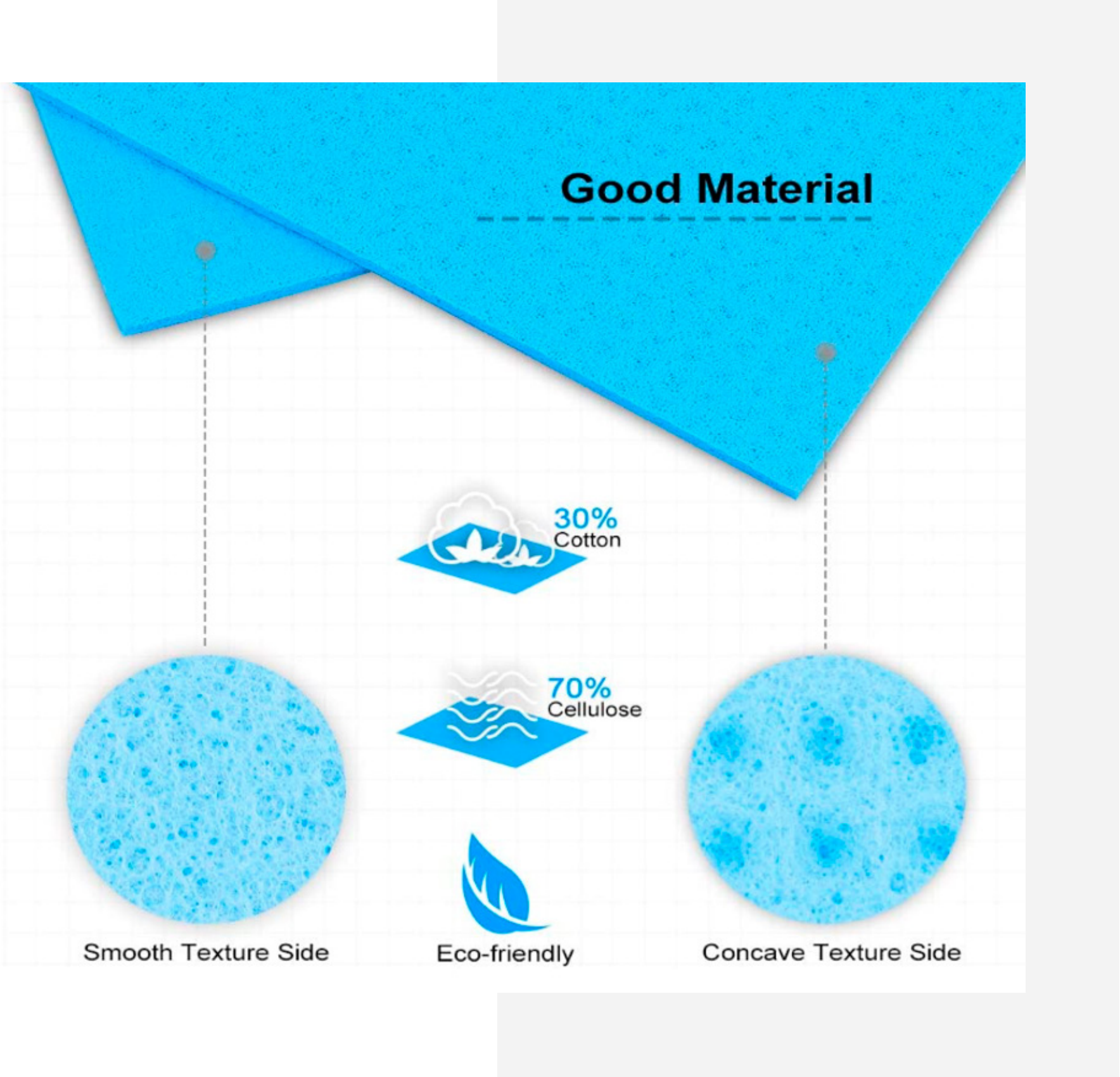
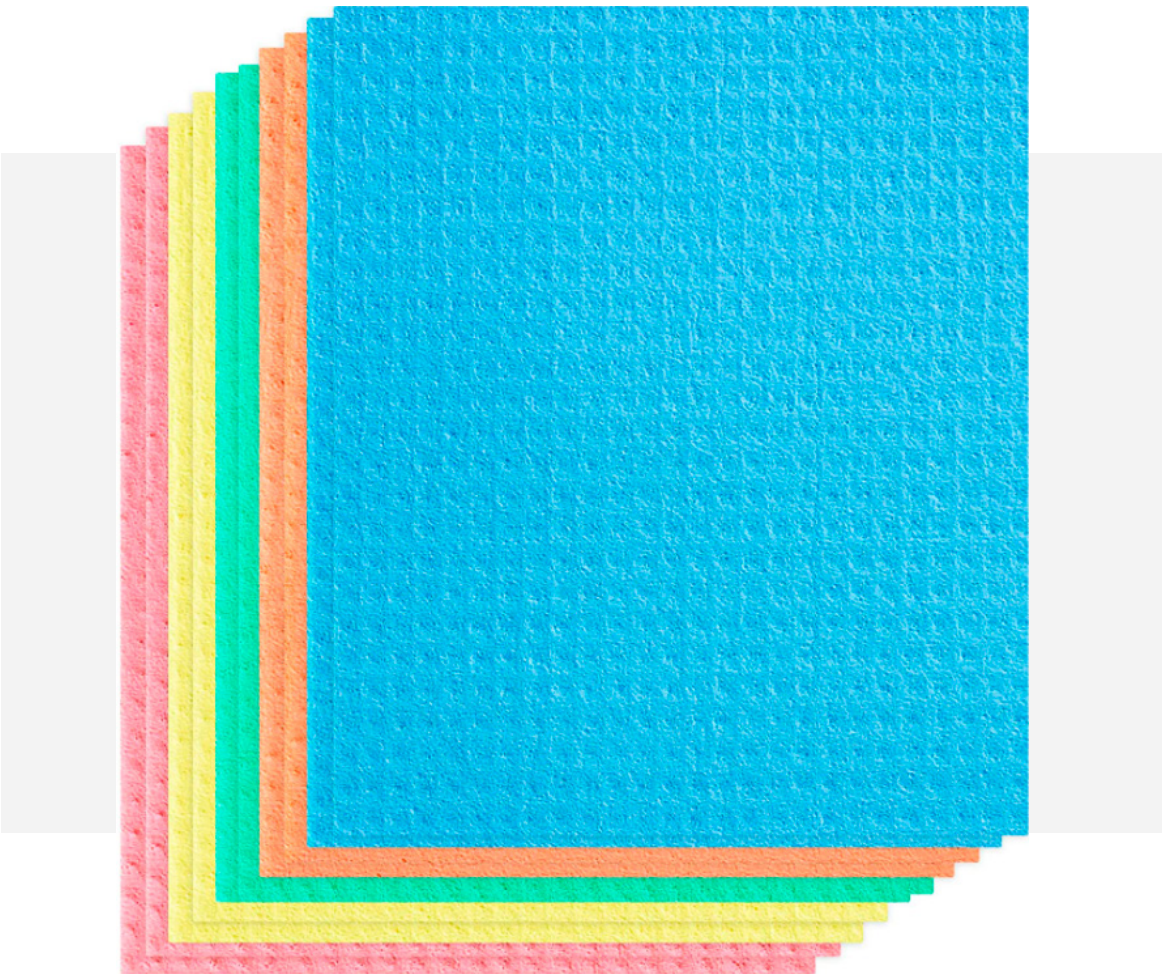
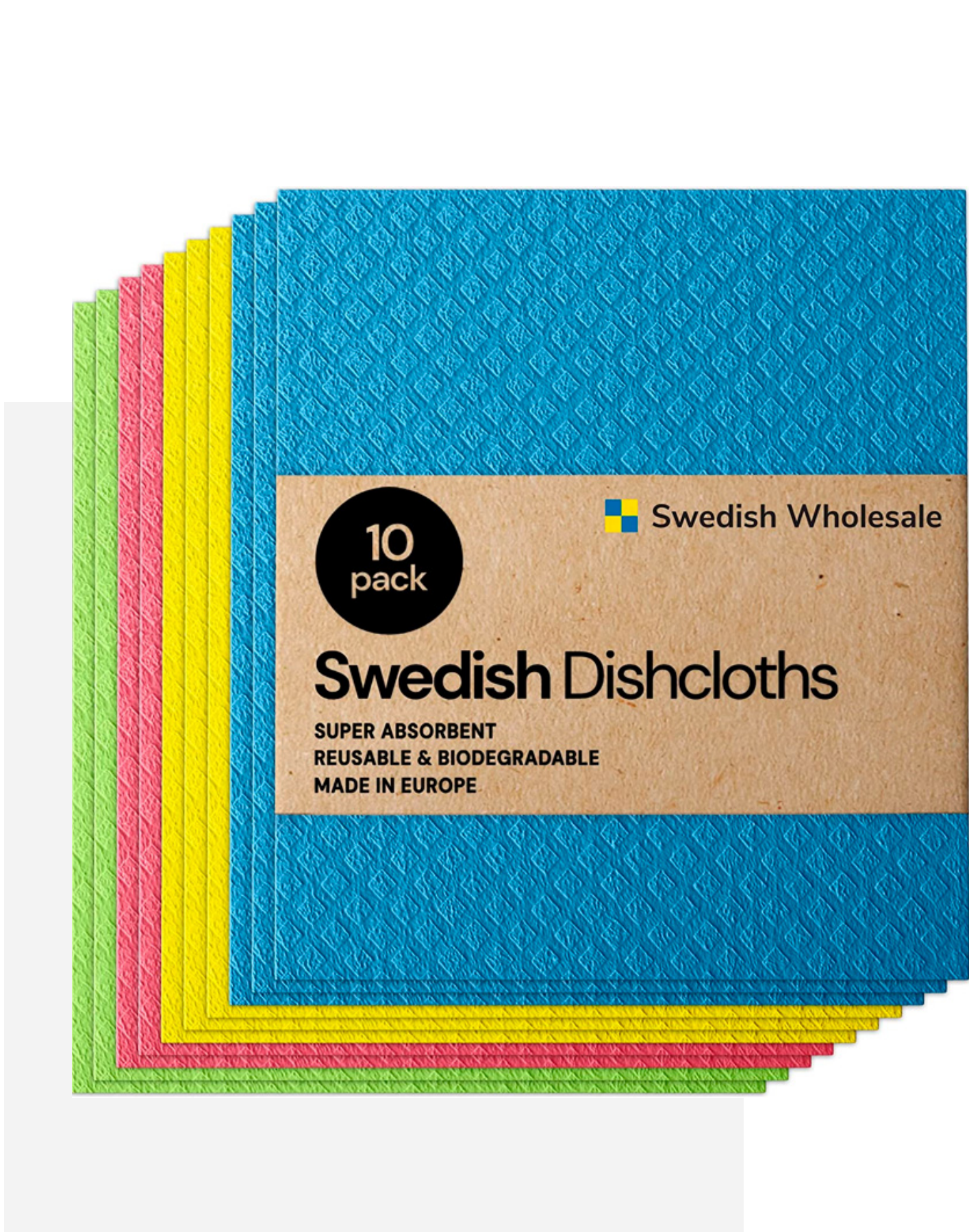
Clean fruits and vegetables without hurting the skin





# BACKGROUND DEVICES

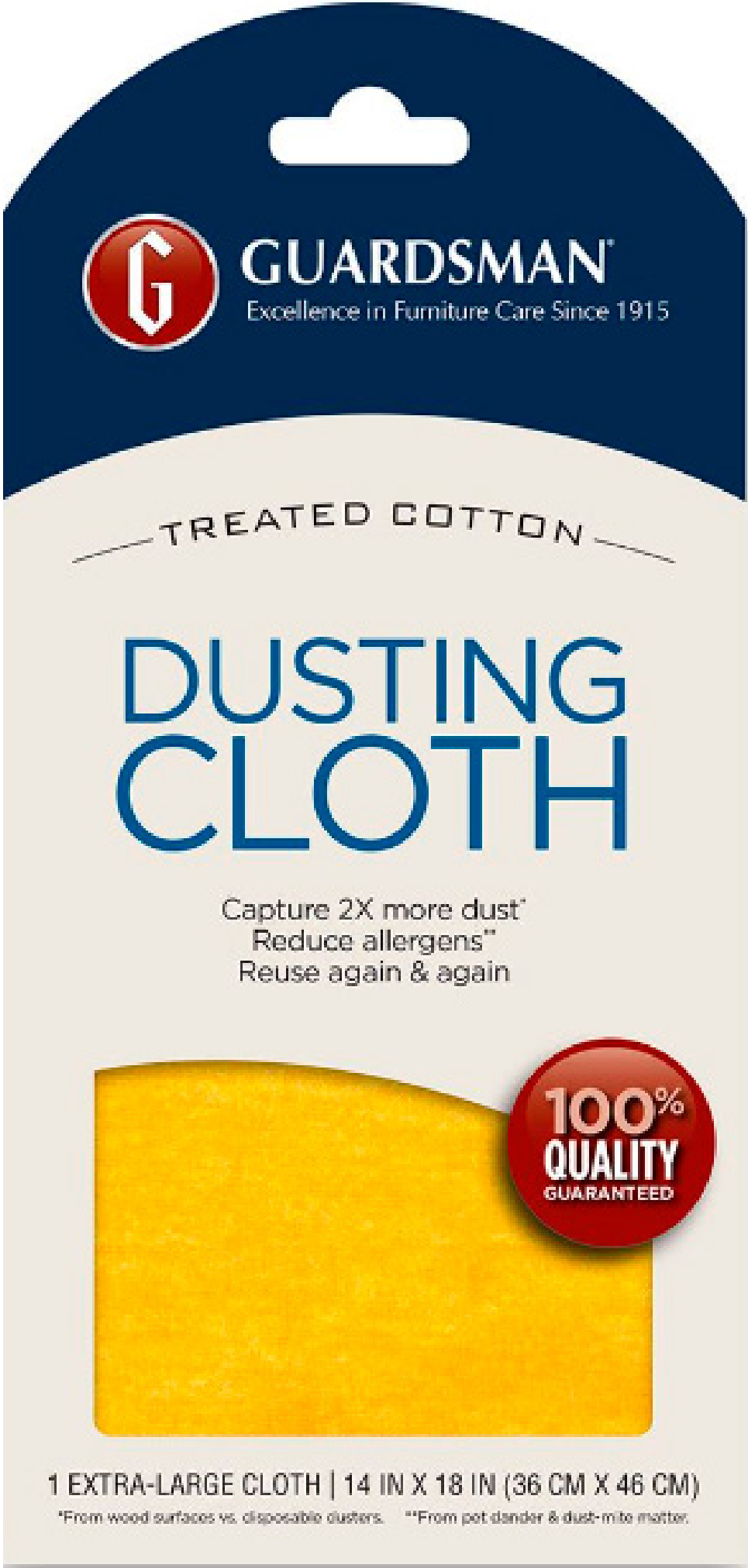
\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.





# BACKGROUND DEVICES

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.





# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2019

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.

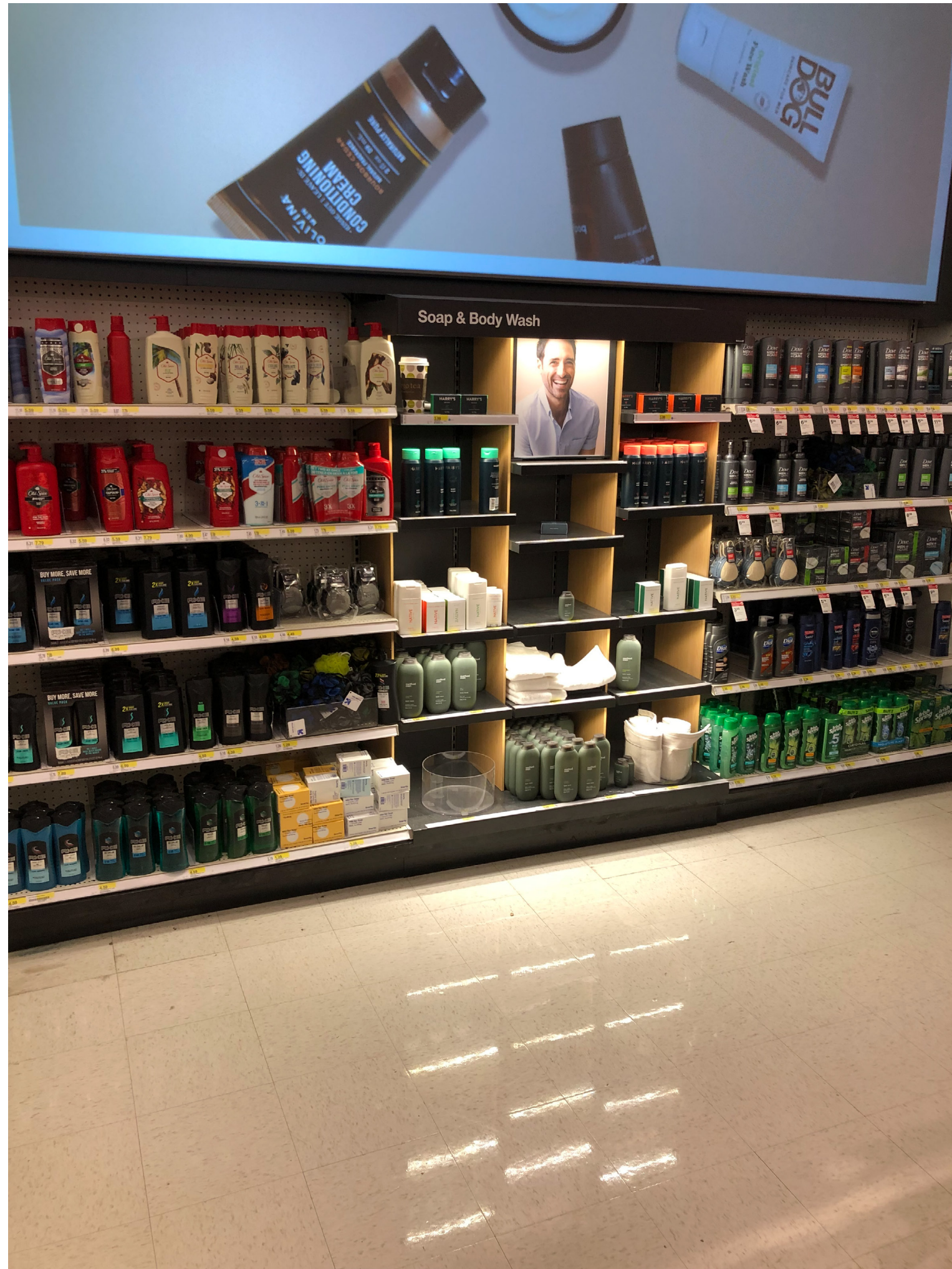


Photo 1: Taken at a Target store in year 2019.



Photo 2: Left side close up of Photo 1.

\*Notice the Axe applicators and net sponges.



Photo 3: Right side close up of Photo 1.

\*Notice the Dove applicators.



# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2019

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



Photo 1: Taken at a Target store in year 2019.

\*Notice the net sponges located in the middle of the aisle.



Photo 2: Close up of net sponges shown in Photo 1.



Photo 3: End cap photo of aisle shown in Photo 1.

\*Notice the additional body wash and net sponge options.





# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2019

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



Photos taken at a Target store in year 2019.

\*Notice the variety of personal hygiene implements and the amount of space allocated to display the devices.





# BACKGROUND DEVICES

IMAGE CAPTURE YEAR: 2019

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



Photo 1:  
Aisle photo taken at a Walmart store.



Photo 2:  
Close up of personal hygiene implements  
on the shelves of aisle shown in Photo 1.



Photo 3:  
Personal hygiene implements available  
at same Walmart shown in Photos 1 & 2.





**IMPLEMENTS SUCH AS**



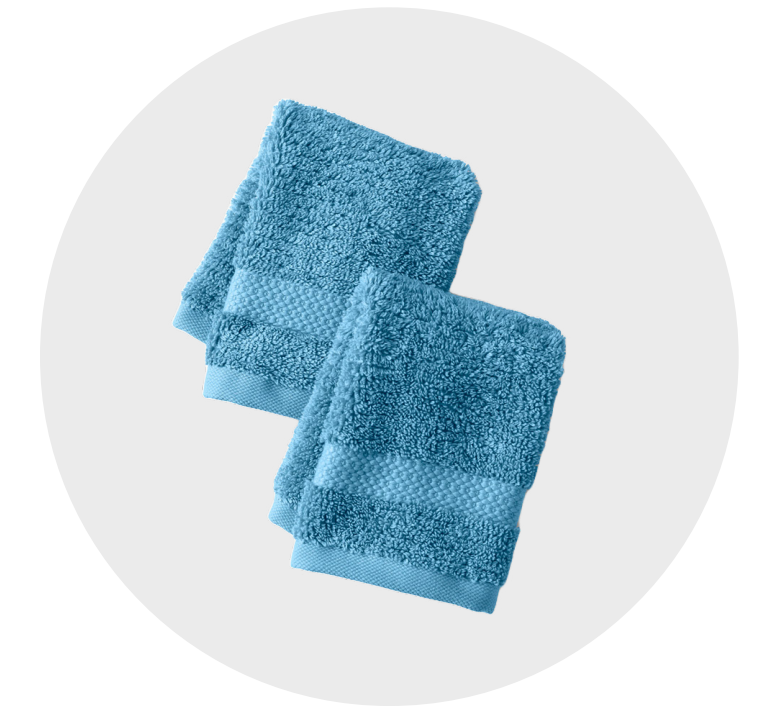
**SPONGES**

**NET SPONGE  
POUFS**



**LUFFA**

**WASHCLOTHS**



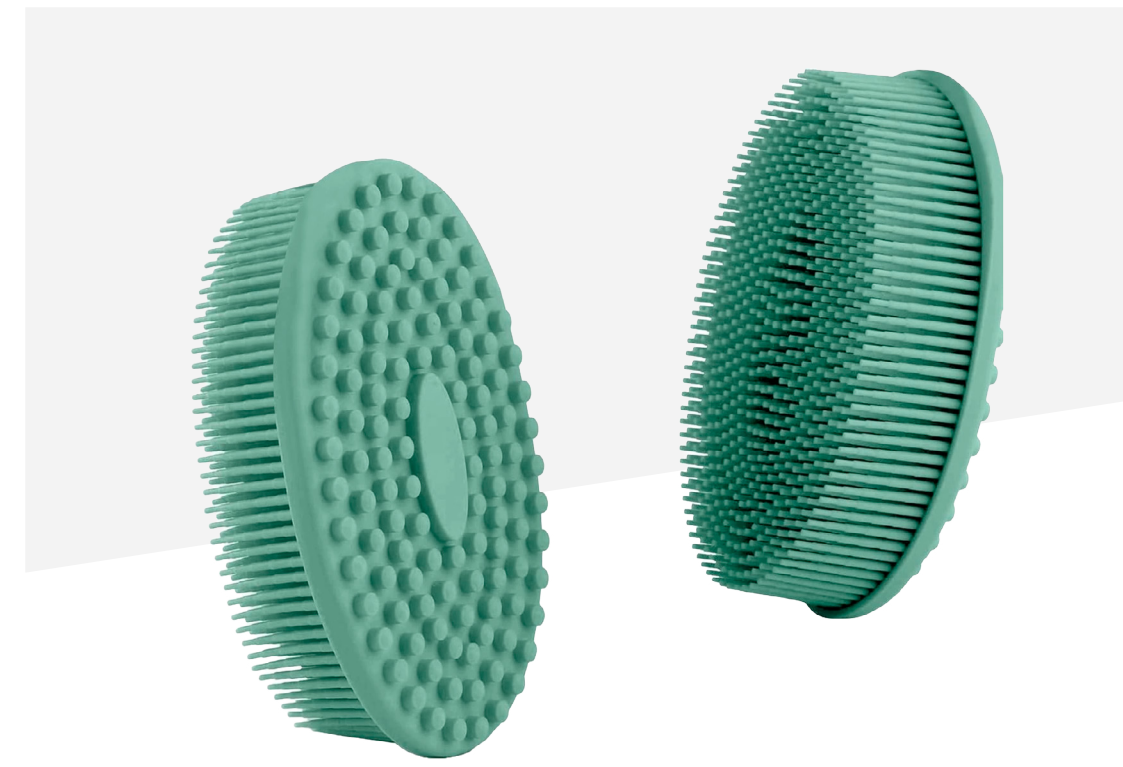
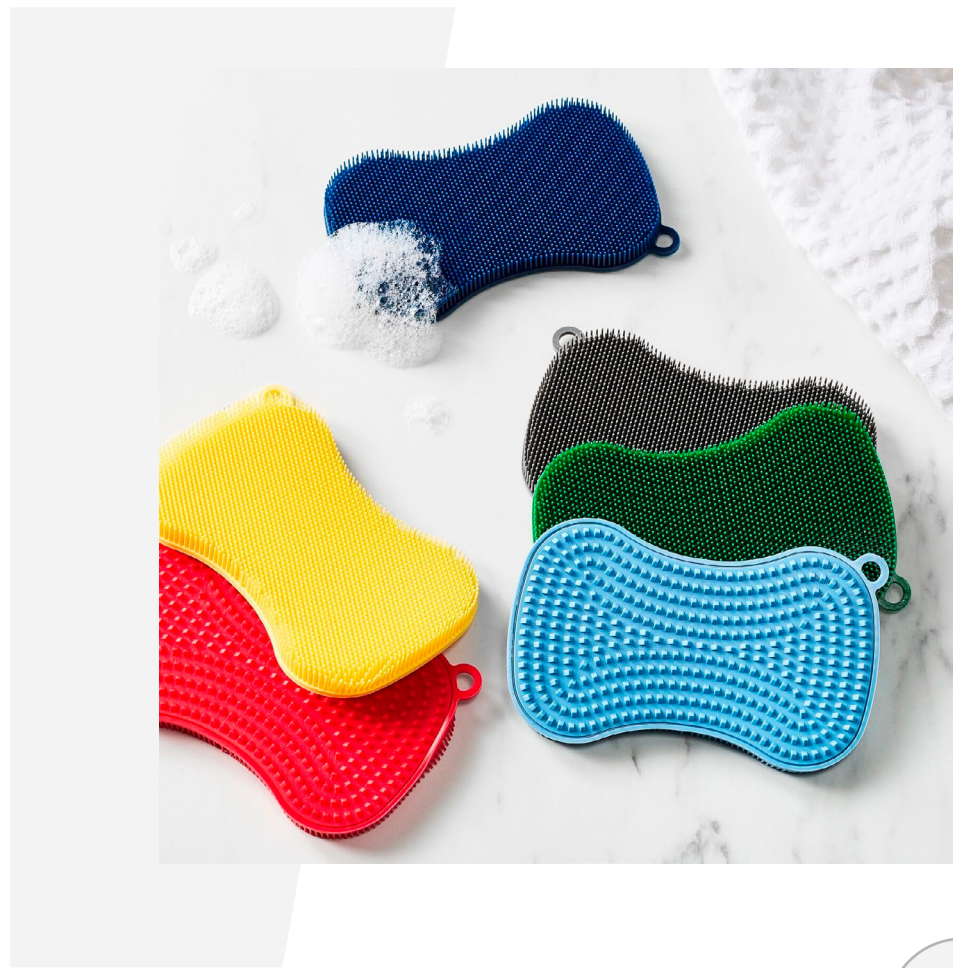
**HAVE A NUMBER OF DRAWBACKS WHICH NEGATIVELY INFLUENCE THEIR USE.**

*The difficulty involved with cleaning these devices after use of things like dirt, soil, skin, and hairs that accumulate on them during application limits their reusability and lifespan.*

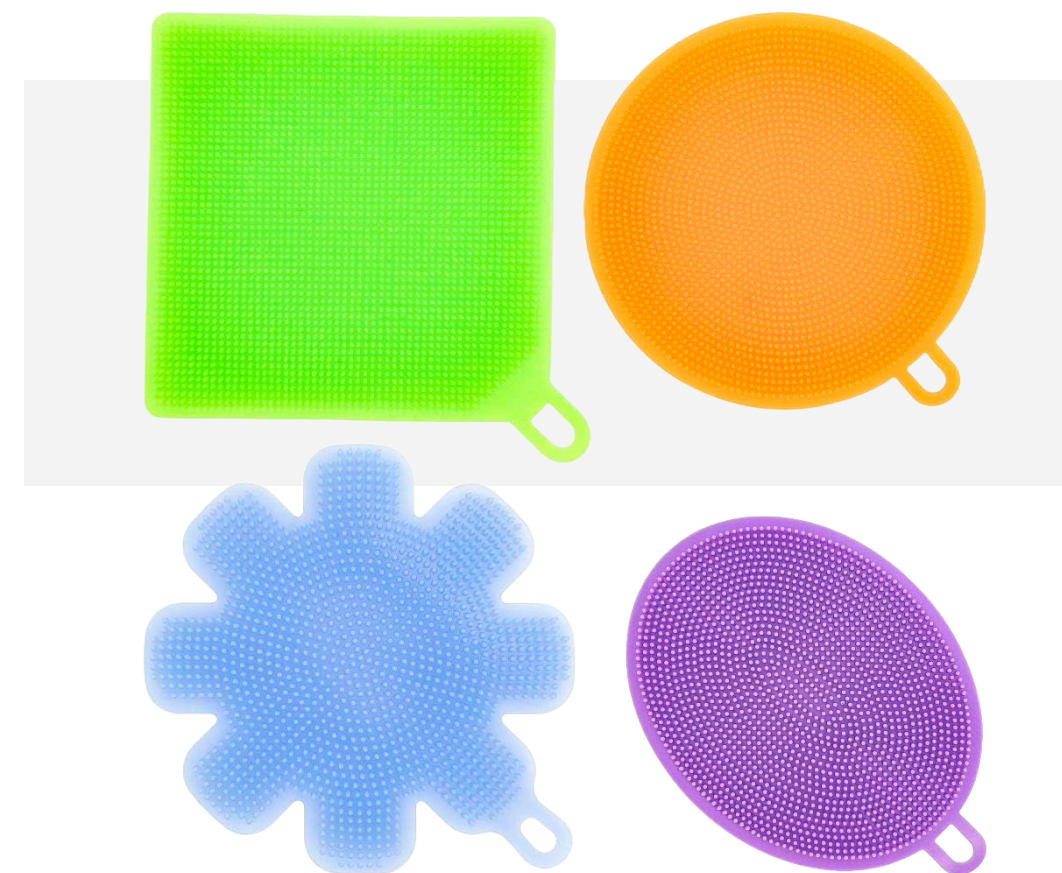
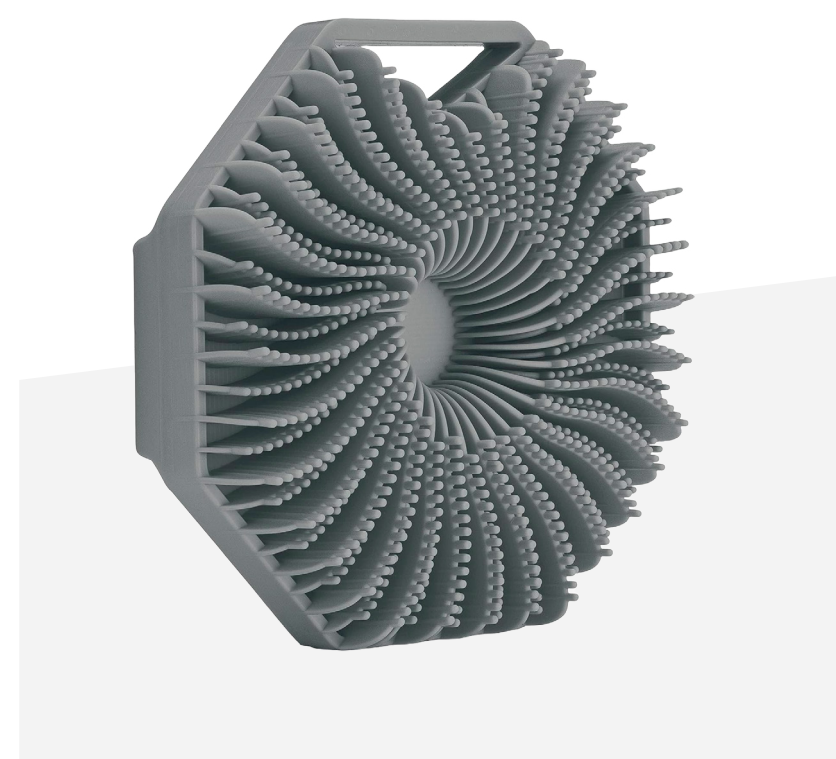
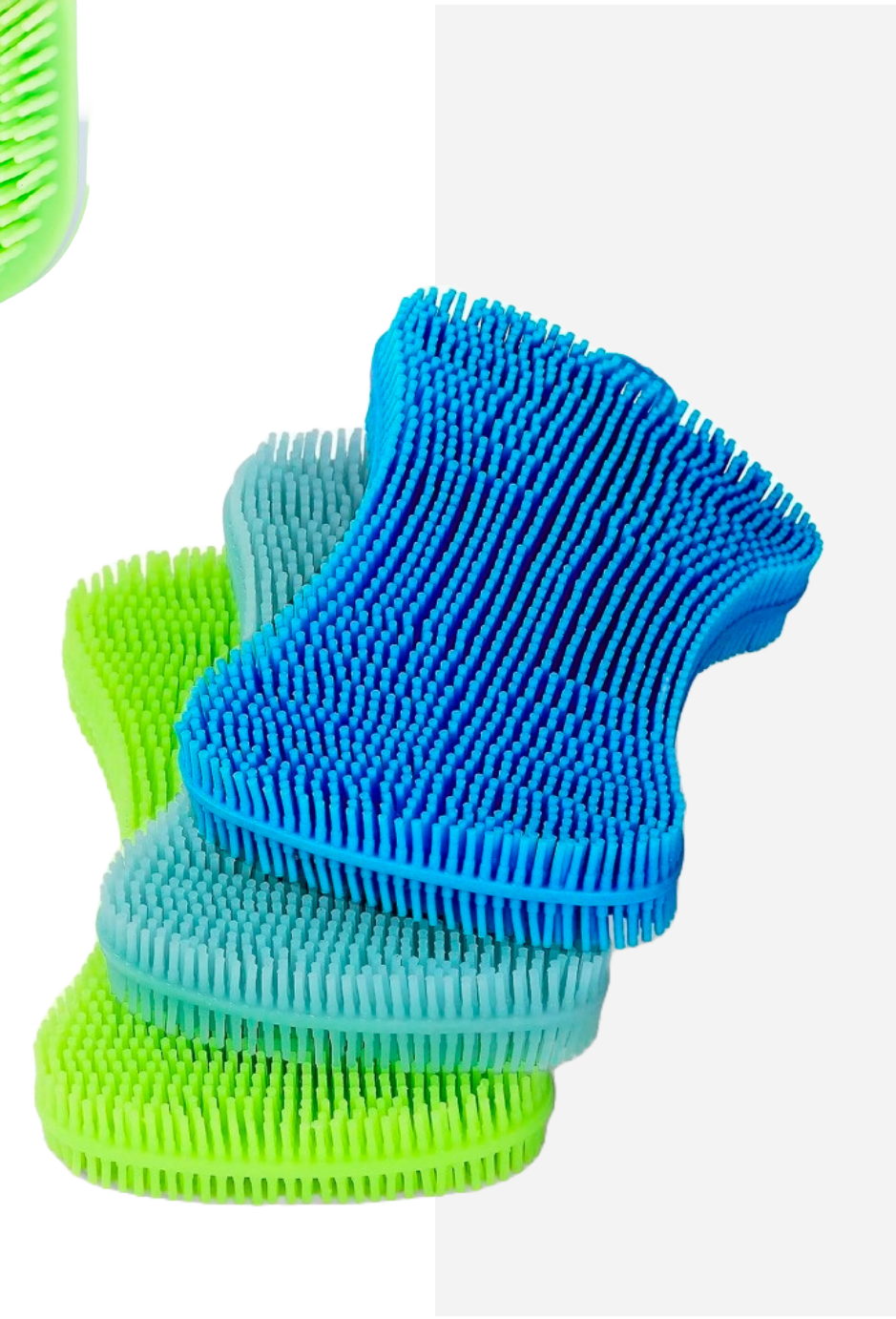


# BACKGROUND DEVICES

\*None of the devices shown are any version(s) of the Utility Wash Cloth.  
They are included as demonstration of scope background devices.



Many products specifically claim themselves as a hygienic choice but fail in comparison to the Utility Wash Cloth.





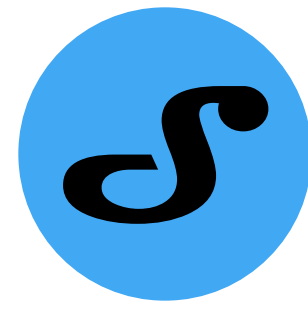
A unique combination of design goals and elements distinguishes the Utility Wash Cloth from any other single prior device.




These claims are established by the UWC's  
Intellectual Property Rights.



S O L U T I O N





# SOLUTION

**A MULTIPURPOSE EVERYDAY  
REUSABLE HANDHELD CLEANING  
DEVICE.**





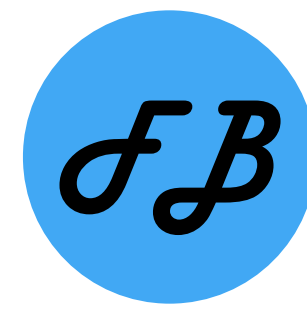
## **SOUNDS EASY AND OBVIOUS**

*but the Utility Wash Cloth's novelty was earned*

**BY SUCCEEDING WHERE OTHERS HAVE FAILED.**



F E A T U R E S & B E N E F I T S



IT'S EASIER TO CLEAN THE UWC OF THINGS ACCUMULATING ON IT DURING USE.

THIS SUPPORTS HIGHER LEVELS OF HYGIENE & PROMOTES AN EXTENDED USEFUL LIFESPAN

**EXAMPLE:**

*Easier rinsed of dirt and hair after personal cleansing with water sprayed from a showerhead enabling the UWC be quickly ready for reuse.*

# PERMEABLE

THE UWC FEATURES PERFORATIONS DESIGNED FOR PERMEABILITY. PERFORATIONS ENHANCE THE UWC'S PERFORMANCE DURING APPLICATION AND CONTRIBUTE TO A LONGER USEFUL LIFESPAN.

---

## Benefits:

- Improved lathering
  - Shorter drying time.
  - Liquids are distributed to opposite surfaces during application offering the ability to alternate sides without the need of reapplying the active liquid.
    - Example liquid: Body wash
  - Aid in cleaning the UWC of buildup.
    - Example: Build up on a surface can be rinsed away by water passed through the perforations from the opposite side.
- 

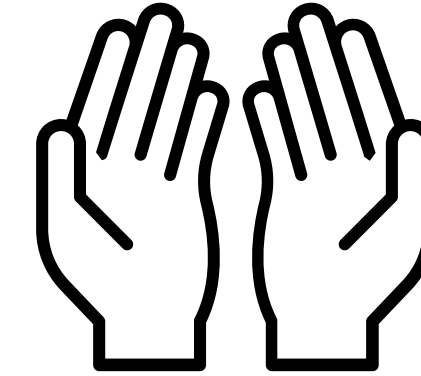


## ADVANTAGE

Many devices claiming to be the hygienic choice lack this feature.

## Desirable Handling

---

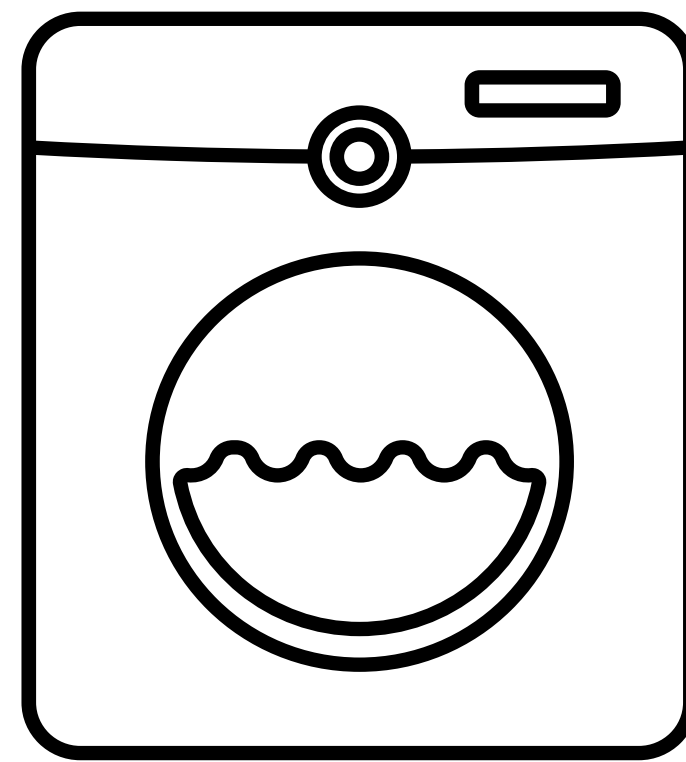


- The UWC resists bunching and crumpling during application while also possessing the flexibility to be contoured to the applied surface.
- Minimizing unwanted folds and pleats also makes the device easier to rinse and clean after use.

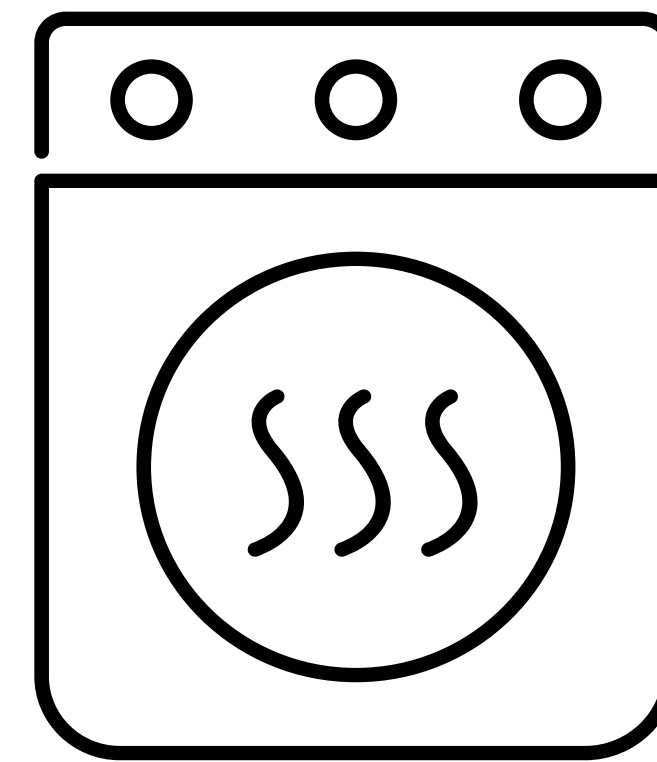
# Machine Washable and Dryable

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The UWC may come in versions that are machine washable and machine dryable offering added convenience and value.

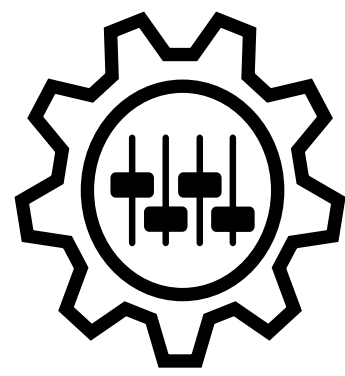


Washer



Dryer





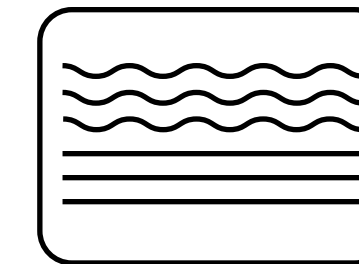
## THE UTILITY WASH CLOTH (UWC) CAN BE CUSTOMIZED BY A VARIETY OF:

- *Materials*
- *Configurations*
- *Sizes*

---

**THIS FLEXIBILITY ALLOWS THE CREATION OF DIFFERENT VERSIONS TO SUIT SPECIFIC APPLICATIONS ENSURING THE UWC CAN MEET DIVERSE USER NEEDS:**

- Effectively remove dead skin cells with a more abrasive version designed for exfoliating purposes.
- A gentler version created using softer materials with a configuration ideal for sensitive skin.

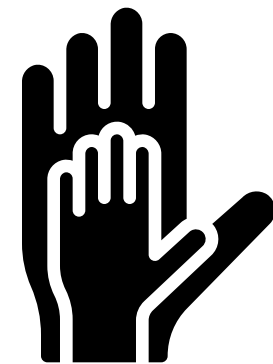


- Smaller sized versions well suited for tight or small spaces and surfaces found on the face, electronics and various household or commercial products.

- Smaller sizes also accommodate the hands of a child.

- Larger sized versions ideal for applications with larger surface areas such as the body, countertops and automobiles.

- Larger sizes also accommodate individuals with large hands.

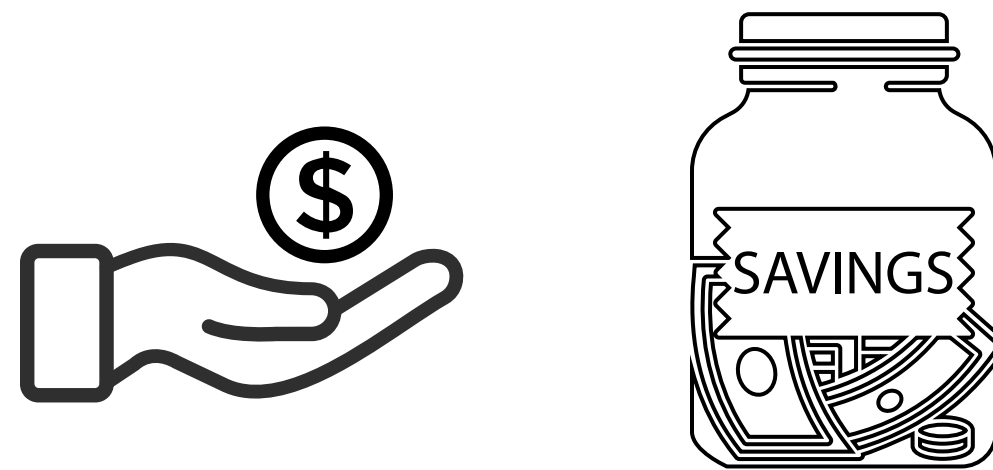


**DID YOU KNOW?**

FYI....the largest measured hand on record is 12.75 inches).



# THE UWC'S REUSABILITY PROPERTIES POSITIVELY INFLUENCE THE.....



Value conscious consumer by  
saving them money.



Need of multiple devices and available  
storage space.



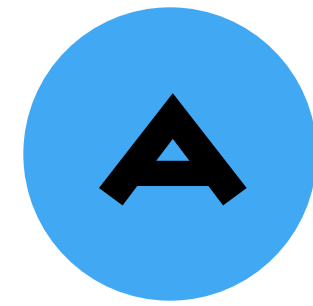
**THESE ARE JUST A FEW FEATURES AND BENEFITS.  
THERE'S A LOT MORE TO THE UTILITY WASH CLOTH.**

The inventor continues to make improvements to his invention protected by intellectual property rights.

 See patent **(S)** for additional detailed information. 



A P P L I C A T I O N S





Since its inception the overall scope of the Utility Wash Cloth has expanded beyond personal hygiene to include a variety of other inherent applications.

---

### ***EVERYDAY EXAMPLES OF UWC USES.....***



- bathing
  - dusting
  - car washing
  - polishing
  - wiping
  - dishwashing
  - fruit & vegetable cleaning
- 

\*Any application that will benefit from the Utility Wash Cloth's combination of features.\*

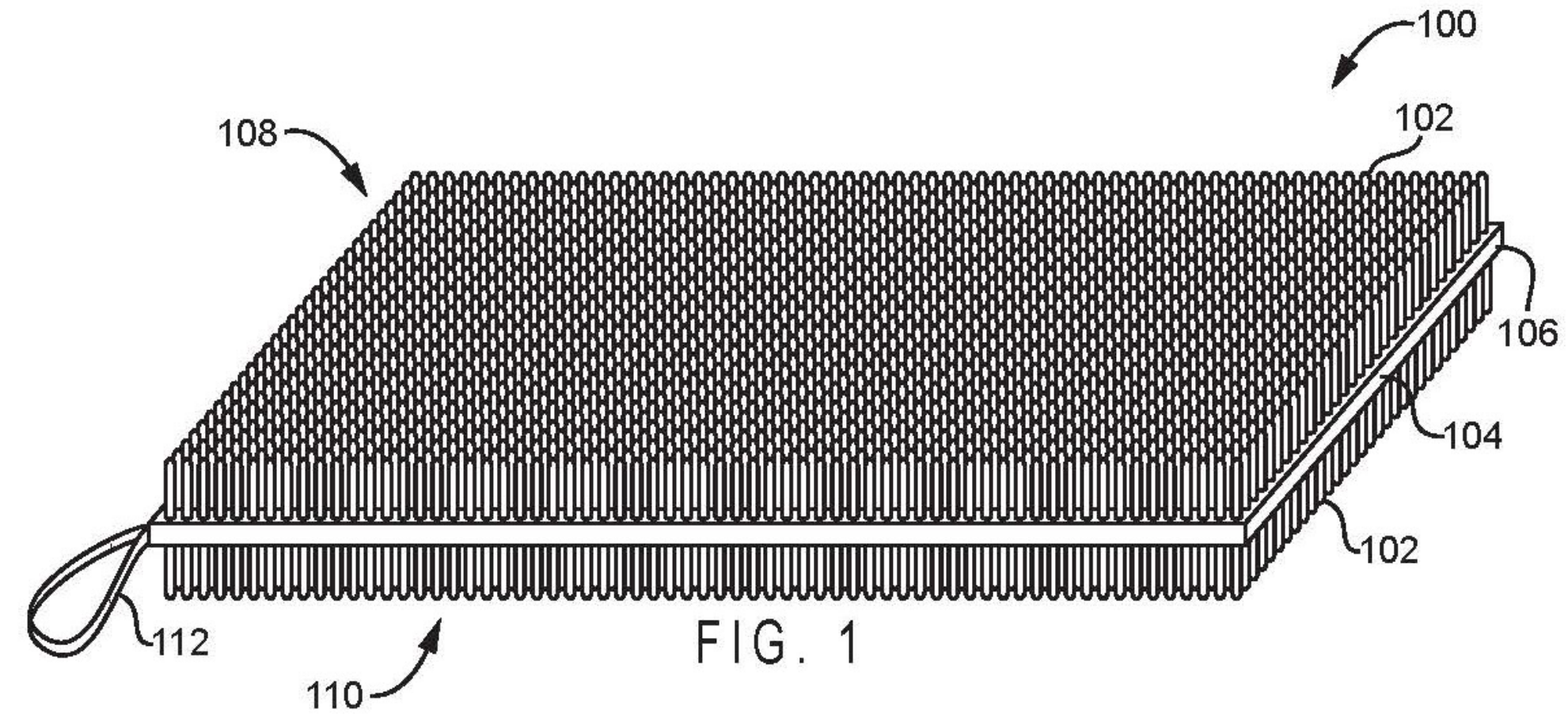
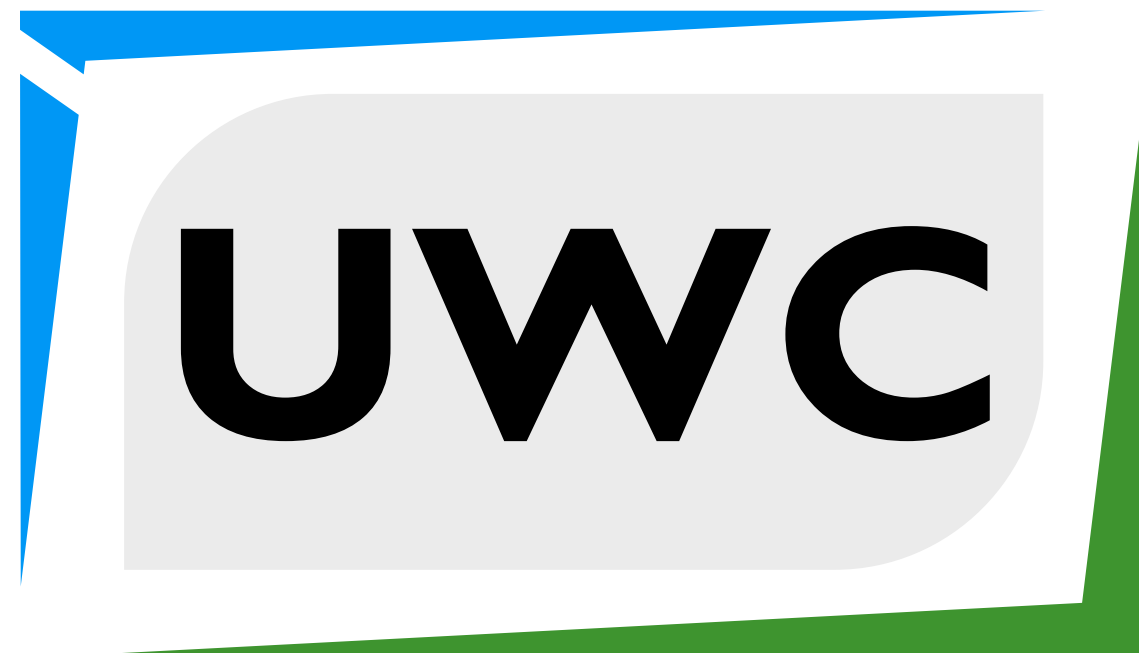




C A L L T O A C T I O N





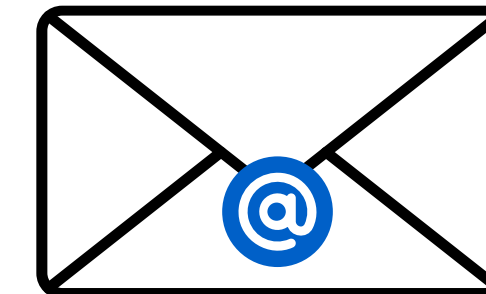


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*For more information please visit:* [www.utilitywashcloth.com](http://www.utilitywashcloth.com)



**OR**



*Send a message to:* [info@utilitywashcloth.com](mailto:info@utilitywashcloth.com)