

## **The Sweet Living Group (SLG) Announces Extensive Zinc Oxide (ZnO) Patent Portfolio and Trademarks Acquisition Opportunity for Textile and Laundry Detergent Industries**

**St. Louis, MO, September 11, 2018** – The Sweet Living Group, LLC (SLG), a leader in zinc oxide (ZnO) and nanoparticle zinc oxide (Nano-ZnO) technology for the textile and laundry detergent industries, announces the availability of its patent portfolio for acquisition. The company’s intellectual property is beneficial to fabrics and textiles by: controlling odor, enhancing anti-microbial/mold and mildew-resistance, incorporating ultraviolet (UV) protection, increasing resistance to degradation, and enhancing flame retardant properties. The protections and enhancements are incorporated into existing clothing by various laundry detergents and additives. SLG has eight issued U.S. patents, three pending patent applications, and two trademarks available for acquisition.

The scope of coverage allows the patents to be applied in both the textile and laundry detergent industries including industrial and commercial applications. The licensing program is administered for SLG by Blackhawk Technologies, which is one of the world's most experienced IP licensing/patent companies.

SLG was recently granted its eighth U.S. patent that allows for ZnO or Nano-ZnO to be incorporated into laundry detergents and laundry detergent pods. This technology adds significant odor control to the fabric, as well as UV protection, enhances resistance to color degradation, and increases fiber strength. It also allows for anti-microbial/mold and mildew-resistance.

A portion of SLG’s patents focus on the use of ZnO and Nano-ZnO within the fabrics at the manufacturing phase. SLG’s patents also incorporate the benefits of ZnO and Nano-ZnO in both natural and synthetic materials and fabrics.

“Our Nano-ZnO technology was initially developed for application at the fiber or fabric stage of production. These manufactured textiles were enhanced to protect the skin from the sun’s ultraviolet rays, which can cause skin cancer,” said Jason Rosenberg, MD, a Dermatologist and SLG Partner/Director of Advance Technology. “Now the benefits of our patented zinc oxide technology can be used by the consumer, at home, in their laundry detergent to control odor.”

“The Sweet Living Groups’ IP portfolio is extremely attractive to a wide variety of global companies directly engaged in the manufacture of textiles and fabrics,” said John Ciannamea, Managing Director at Blackhawk Technologies, LLC.

“SLG’s IP portfolio is also very important to the laundry detergent industry. The IP’s wide-ranging coverage enables a large market potential in the United States for companies around the globe, as well as to the various third-party companies that provide other value-added products to their clients.”

### **About SLG:**

The Sweet Living Group, was founded in 2010. It is a privately held company that specializes in the development of macro and nano zinc oxide technology for increased textile performance in both the textile and laundry detergent industries.

### **About Blackhawk Technologies, LLC:**

Blackhawk Technologies, LLC is a leading intellectual property monetization firm with over 80 years of collective industry experience. The firm provides its services to companies of all sizes, both in the public and private markets across most industries. For more information, please visit [www.blackhawkip.com](http://www.blackhawkip.com):

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