```
$ curl 'http://localhost:8080/product' -i -X POST -H 'Content-Type: application/json'
-d '{
    "creationDate" : "2017-11-16 18:01 PM UTC",
    "updateDate" : "2017-11-16 18:01 PM UTC",
    "productId" : null,
    "productUuid" : null,
    "name" : "Product2",
    "shortDescription" : "product2 short description",
    "longDescription" : "product2 long description"
}'
```