```
POST /product HTTP/1.1
Content-Type: application/json
Host: localhost:8080
Content-Length: 243

{
    "creationDate" : "2017-11-01 14:08 PM UTC",
    "updateDate" : "2017-11-01 14:08 PM UTC",
    "productUuid" : null,
    "name" : "Product2",
    "shortDescription" : "product2 short description",
    "longDescription" : "product2 long description"
}
```