```
$ echo '{
    "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"
}' | http POST 'http://localhost:8080/product' 'Content-Type:application/json'
```