



Bug Out Invention In Search of Licensee

An innovative new product that eliminates a common annoyance for those who enjoy dining outdoors, the **Bug Out**, has been developed by Ray Bolton of Fulton, Missouri. The invention's unique design provides its users with an effective method of keeping insects and bugs out of beverages.

Barbecuing, picnics, and other outdoor cooking activities are widely enjoyed, especially during certain times of the year. However, the climates that allow for food to be prepared and consumed outdoors usually are also usually quite attractive to insects such as mosquitoes and flies.

Through its proprietary features, the **Bug Out** will eliminate the possibility of insects and other forms of undesirable items, such as cigarette butts, entering into a beverage can or cup. This will in turn provide peace of mind and remove the considerable hassle of constantly trying to steer persistent insects away from a beverage. Users of the **Bug Out** will be able to enjoy their outdoor events and meals without the preoccupation of potentially ingesting an unsanitary drink.

The **Bug Out** will offer the additional benefits of being cost effective and easily portable to outdoor locations. It will also be designed to work equally well on all of the most commonly used beverage cans, making it particularly appealing.

The inventor of the **Bug Out** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to eventually commercialize the **Bug Out** on a worldwide basis.

In September 2011, Mr. Bolton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Bug Out** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the **Bug Out** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.