



## ***Finch Koozie Invention In Search of Licensee***

A simple yet useful new product designed for those who enjoy having a beverage outdoors, the ***Finch Koozie***, has been developed by Larry Finch of Orlando, Florida. The invention's unique design provides its users with a reliable and effective method of keeping their drinks cool for extended periods when participating in outings such as picnics or barbecues, or when simply sitting outside by a pool or at a beach for several hours.

The most common annoyance for anyone who enjoys a beverage outdoors is how quickly they can become warm and therefore unpleasant to drink, especially during the summer months. Often, the only real solution to this issue is to finish the drink in quicker fashion than would be ideal or that the user would prefer.

The ***Finch Koozie*** aims to give its users a solution to these common problems by serving as a convenient and efficient method of keeping any type of beverage can or container at a cool and desirable temperature. This will in turn enhance their enjoyment of any outing or activity they are participating in at the time.

The ***Finch Koozie*** will also be lightweight and easily portable to any location. It will be made available in a wide variety of colors to suit individual tastes and would easily lend itself to having a variety of different imprints, such as sports teams and company logos. Mr. Finch also has a fully working prototype of the invention that he has used with great success over the years.

The inventor of the ***Finch Koozie*** 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 ***Finch Koozie*** on a worldwide basis.

In October 2011, Mr. Finch contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Finch Koozie*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its 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 ***Finch Koozie*** 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](mailto:MR@innovationdirectonline.com).