



## ***Only You Pet Feeder Invention In Search of Licensee***

An innovative new patent pending product designed to eliminate a widespread problem for pet owners and their animals, the ***Only You Pet Feeder***, has been developed by Kris Bassett of Winter Park, Colorado. The invention's unique design helps to insure that pet food set out for a specific animal is exclusively consumed by them.

Animals are notorious for their obliviousness to boundaries when it comes to food. If the pet that food has been set out for is not in the surrounding area, other animals will often take the opportunity to avail themselves of it if the dish is sufficiently palatable to them. This usually leads to frustration and additional expense in food for the owner, and an undesirable situation for the pet as well.

The ***Only You Pet Feeder*** addresses this common annoyance by enabling pet owners to retain an optimal level of control with respect to what animal is provided access to a particular serving of food. The product also provides the additional benefit of allowing the time and frequency of the dispensing of food to be at the sole discretion of the pet owner.

Additionally, the ***Only You Pet Feeder*** will greatly reduce the chances of potentially dangerous confrontations occurring between animals over food, which can lead to serious injuries or even death. On a less drastic but equally important scale, the ***Only You Pet Feeder*** also helps to reduce the chances of a pet suffering from unnecessary periods of hunger or even overall malnutrition stemming from other animals taking their food.

The ***Only You Pet Feeder*** is currently in patent pending status with the United States Patent and Trademark Office. Mr. Bassett now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize ***Only You Pet Feeder*** on a worldwide basis.

In November 2011, Mr. Bassett contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Only You Pet Feeder*** 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 ***Only You Pet Feeder*** 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).