



Detachable Cup Tray Holder Invention In Search of Licensee

An innovative new product designed to eliminate a common problem related to the short area transport of food and beverages, the ***Detachable Cup Tray Holder***, has been developed by Maurice Joseph Faulk of Pittsburgh, Pennsylvania. The invention's unique design allows its users to insure that their drinks are secure when carrying them on a conventional food tray.

Transporting food and drinks on a tray sounds inherently basic, but can become particularly difficult, especially when attempting to walk through a crowded area. The issue of balance and the constant shifting of the weight of the items can easily lead to a disastrous spill. This results in not only wasted food and by extension, money, but also can cause embarrassment and a great deal of hassle for those who have to clean it up. Unfortunately however, not very many options are available when attempting to carry one's meal and drink through a food court or similar setting.

The ***Detachable Cup Tray Holder*** will provide its users with a reliable method of making sure their beverages arrive from the point of purchase to their table without any spillage. It will be exceedingly easy to implement with any tray, attaching within seconds and effortlessly. The product will eliminate the chances of the drinks falling out of the tray during the normal movement that occurs as a person carries it, thereby preventing the embarrassment and frustration of losing one's beverage. The ***Detachable Cup Tray Holder*** will also be environmentally friendly, as it will be made from recycled plastic. The product will be a natural fit in fast food restaurants, cafeterias, and shopping mall food courts.

Mr. Faulk now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food and beverage accessories industry are currently being targeted as candidates to eventually commercialize ***Detachable Cup Tray Holder*** on a worldwide basis.

In February 2012, Mr. Faulk contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Detachable Cup Tray Holder*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Detachable Cup Tray Holder*** 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.