



Fizzy Soda Saver Invention In Search of Licensee

An innovative new product designed to prevent a common annoyance related to the enjoyment of carbonated beverages, the *Fizzy Soda Saver*, has been developed by Michael Blankenship of Santa Fe, Texas. The invention's unique design allows its users to enjoy soda and other carbonated drinks with the same degree of freshness as when they are first opened.

Carbonated beverages such as soda are primarily favored by those who enjoy them for the “fizz” they provide. This enhances the taste and enjoyment of the drink significantly, as opposed to the unpleasant experience of drinking the same beverage after it has gone “flat” and lost virtually all of its carbonation. There is often difficulty in keeping these types of drinks at their original level of carbonation, especially when they are housed in a 2 liter plastic bottle that is opened and closed repeatedly during its consumption cycle.

The *Fizzy Soda Saver* will address this issue by enabling its users to enjoy a refreshing carbonated beverage at an optimal level of freshness and taste at any time. Through its proprietary features, the *Fizzy Soda Saver* will also allow its users to save money by making it possible for them to buy larger containers of sodas instead of individual cans and still enjoy a crisp beverage. It will also be easy to install and implement with any soda bottles currently on the market. Additionally, the *Fizzy Soda Saver* will be cost effectively priced, adding to its appeal.

Mr. Blankenship 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 *Fizzy Soda Saver* on a worldwide basis.

In March 2012, Mr. Blankenship contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Fizzy Soda Saver* 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 *Fizzy Soda Saver* 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.