



The Water Hole Invention In Search of Licensee

An innovative new product designed to resolve a common problem for pet owners, ***The Water Hole***, has been developed by Jerry Coleman and Robert Griffin of Jackson, Mississippi. The invention's unique design will provide its users with a means of insuring that their pets will have access to fresh water at all times.

Proper and sufficient hydration is obviously an essential for all living things, and pets are certainly no exception. Insuring that one's animal has sufficient water when one is around is certainly simple and straightforward enough, but the situation is much more complicated when a pet owner has to be away for an extended period and doesn't readily have anyone they can count on to check in on their pet during that period of time. This can be a stressful situation at minimum and a potentially fatal one in a worst case scenario.

With this in mind, ***The Water Hole*** was conceived. ***The Water Hole*** will be easy to implement and begin using. It will provide priceless peace of mind to pet owners, especially when they are away from home for extended periods of time. Through its proprietary features, it will also help eliminate the chances of a pet becoming very sick, or even perishing, due to extreme thirst and dehydration. Additionally, ***The Water Hole*** will be fabricated from durable plastic and cost effectively priced, adding to its appeal.

A prototype of the ***The Water Hole*** has also been built and utilized by the co-inventors with great success.

Mr. Coleman and Mr. Griffin now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to eventually commercialize ***The Water Hole*** on a worldwide basis.

In March 2012, Mr. Coleman and Mr. Griffin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Water Hole*** 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 ***The Water Hole*** 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.