



### *Poop of Gloves Invention In Search of Licensee*

An innovative new product designed to bring great convenience to pet owners, the ***Poop of Gloves***, has been developed by Ethel Mae Woolridge of Houston, Texas. The invention's unique design enables its users to clean up after their pet in a simple and efficient manner.

Pet owners have long struggled to properly comply with ordinances and regulations regarding the cleaning up of their animals' waste. There are always a certain number of those who simply refuse to pick up after their pets. Even those that do attempt to follow the established rules in their area often find that a number of products on the market for this purpose are inefficiently designed and leave the user susceptible to coming into contact with the waste directly in some fashion. This and other similar factors play a large role in the aversion that many pet owners have to the entire task.

In an effort to address these types of issues, the ***Poop of Gloves*** has been developed. The product will offer considerable ease of use and convenience. It will help prevent instances of leaving unsanitary pet waste in public locations and the path of others. The ***Poop of Gloves*** will be made from durable materials and will be cost-effectively priced, adding to its appeal. Additionally, it will save its users considerable time and hassle with regards to cleaning pet waste and will be equally effective with both dogs and cats.

Mrs. Woolridge now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to commercialize ***Poop of Gloves*** on a worldwide basis.

In April 2012, Mrs. Woolridge contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Poop of Gloves*** 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 ***Poop of Gloves*** 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).