



You Don't Know Me Invention In Search of Licensee

An innovative new gaming product designed to promote greater interaction among family and friends, the *You Don't Know Me*, has been developed by Claudine McGill of Stockton, California. The invention's unique design and set-up allows participants to get to know their family and friends better while deriving great enjoyment from it.

Board and card games have traditionally been one of the great catalysts for pulling family and friends together. However, most of these games feature an overriding theme of one player trying to best all of his or her opponents. While the camaraderie of friendly competition certainly makes for a good time, a game in which the very object is to test how well the participants know those closest to them increases the potential for bonding and closeness that much more.

To this end, the *You Don't Know Me* game has been developed. The *You Don't Know Me* will be equally appealing to younger and older players. It also offers its participants a number of different options with respect to how to pair up to play. Additionally, the *You Don't Know Me* will offer the opportunity to win valuable and attractive prizes and features challenging and entertaining rules of play.

Mrs. McGill now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the gaming products industry are currently being targeted as candidates to commercialize the *You Don't Know Me* on a worldwide basis.

In April 2012, Mrs. McGill contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *You Don't Know Me* 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 *You Don't Know Me* 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.