



Pet Cool Water Bowl Invention In Search of Licensee

An innovative new product designed to resolve a common dilemma for pet owners, the ***Pet Cool Water Bowl***, has been developed by Jeraldine Barnes of Cleveland, Ohio. The invention's unique design insures that pets have one of their basic necessities taken care of at all times.

It is often said that pet owners fret over their animals as much as a parent does over their child, and this certainly seems to prove true in most instances, sometimes even to an extreme. However, one situation where concern is definitely warranted is when the owner is leaving home for an extended period and the weather is particularly hot. In those cases, the challenge of making sure a pet who is outdoors has constant access to water cold enough to keep them properly hydrated is one that must be dealt with effectively in order to protect the health and wellbeing of the animal.

With this in mind, the ***Pet Cool Water Bowl*** has been developed. The ***Pet Cool Water Bowl*** insures that a pet has cold water at virtually any time. Additionally, the ***Pet Cool Water Bowl*** will provide peace of mind to pet owners, particularly when they are away from their pets for an extended period. It also helps prevent potential heat strokes or related ailments stemming from not having cool enough liquid to cool down a pet's body during very hot temperatures. Furthermore, the ***Pet Cool Water Bowl*** will be easy to implement and begin using and will be made available in a variety of sizes and fabricated from durable materials. It will be designed to work equally well with a wide variety of animals, including dogs, cats, and birds.

Mrs. Barnes 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 eventually commercialize ***Pet Cool Water Bowl*** on a worldwide basis.

In May 2012, Mrs. Barnes contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pet Cool Water Bowl*** 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 ***Pet Cool Water Bowl*** 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.