



### ***Improved Rain Gauge Invention In Search of Licensee***

An innovative new product designed to address common problems with an essential external home accessory, the ***Improved Rain Gauge***, has been developed by Leland S. Dodge of Plain City, Ohio. The invention's unique design renders it a much more formidable and sturdy gauge than a conventional model.

A rain gauge is an essential component for the exterior of many homes, as it plays a vital function during times of inclement weather. However, the conventional models of the product currently available possess a few inherent problems. One of the most evident is their inability to withstand the effects of varying weather patterns over time. Another would be the difficulty in interpreting the amounts of precipitation it is indicating.

With these and other shortcomings in mind, the ***Improved Rain Gauge*** has been developed. The ***Improved Rain Gauge*** will be capable of measuring snow, sleet, small hail, freezing rain, and rain. It will allow levels of precipitation to be easily seen from a distance. The ***Improved Rain Gauge*** will also save its users money over time and will be extremely durable, making it a wise long-term investment. Furthermore, the product can be left out year round and will be equally effective in virtually any weather.

The inventor has also developed a working prototype of the ***Improved Rain Gauge*** that he has utilized with success. The product is also now the subject of a Provisional Application for a Patent with the United States Patent and Trademark Office.

Mr. Dodge now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the external household products industry are currently being targeted as candidates to eventually commercialize the ***Improved Rain Gauge*** on a worldwide basis.

In July 2012, Mr. Dodge contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Improved Rain Gauge*** 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 ***Improved Rain Gauge*** 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).

