



Scoop Glove Invention In Search of Licensee

An innovative new product targeted at pet owners worldwide, ***The Scoop Glove***, has been developed by Joe N. Williams of Lanham, Maryland. The invention's unique design enables its users to quickly and effectively clean up after their pets.

There are many positive aspects to owning a pet, and animal lovers will often remark, in semi-serious fashion, that they enjoy the company of their four-legged friends more than that of people! One not too pleasant component to caring for a pet such as a dog however, is cleaning up after them when they go out on walks. While the temptation is always there to not comply with ordinances regarding the collection of pet waste, the risk of a fine is always looming. Compounding the dilemma for some pet owners is the fact that many of the products currently available for this type of task are not effective enough in their design to allow for waste to be collected in a tidy and hygienic fashion.

To address these types of problems, the ***The Scoop Glove*** has been developed. ***The Scoop Glove*** will insure that its owner's hands are kept free from contact with waste at all times. The product allows its users to be in full compliance with ordinances governing the collection of pet waste. Additionally, it will be comfortable and unobtrusive to wear. ***The Scoop Glove*** will also offer the added convenience of being fully reversible, making it equally effective for right or left-handed users, and will be made from biodegradable materials.

Mr. Williams now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to commercialize ***The Scoop Glove*** on a worldwide basis.

In April 2012, Mr. Williams contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Scoop Glove*** 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 Scoop Glove*** 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.