



### ***Squirrel Proof Bird Feeder Post Invention In Search of Licensee***

An innovative new product intended to effectively address a common problem related to the feeding of birds in outdoor environments, the ***Squirrel Proof Bird Feeder Post***, has been developed by Gordon A. Taylor of North Augusta, South Carolina. The invention's unique design effectively addresses a common annoyance for those who leave food for birds outdoors.

Squirrels are widely known to be scavengers of any bird feed they can find unattended. This poses an ongoing problem for bird owners, who find themselves constantly having to worry about birds going without the food because of squirrels beating them to the punch. Obviously, it is both impractical and impossible for someone to devote a significant amount of time to policing against this type of occurrence, leaving bird owners with a dilemma.

With these challenges in mind, the ***Squirrel Proof Bird Feeder Post*** has been developed. The ***Squirrel Proof Bird Feeder Post*** effectively prevents squirrels from interfering with feed intended for birds. It eliminates the frustration and hassle that comes with picking up spilled food and broken bird feeders. The ***Squirrel Proof Bird Feeder Post*** also saves its users money over time and will be convenient and easy to implement and begin using. Furthermore, it will be competitively priced and made from durable materials, making it a wise long-term investment.

The inventor has also developed a working prototype of the ***Squirrel Proof Bird Feeder Post*** that he has utilized with success. The product is also in patent pending status with the United States Patent and Trademark Office.

Mr. Taylor 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 eventually commercialize the ***Squirrel Proof Bird Feeder Post*** on a worldwide basis.

In June 2012, Mr. Taylor contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Squirrel Proof Bird Feeder Post*** 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 ***Squirrel Proof Bird Feeder Post*** 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).

