



Stay Kool Invention In Search of Licensee

An innovative new product designed to provide optimal physical comfort, regardless of the environment it is used in, the ***Stay Kool***, has been developed by Jerry Jackson of San Jose, California. The invention's unique design enables its users to enjoy perfect stability with respect to temperature.

The human body, while certainly amazing in its various capabilities, can also be quite sensitive to external stimuli. One of those is temperature, which can obviously fluctuate considerably depending on weather patterns. While there is certainly clothing that is designed to adapt favorably to extreme weather, particularly cold temperatures, many times these apparel items can prove to be quite bulky and cumbersome.

As an effective alternative, the ***Stay Kool*** has been developed. The ***Stay Kool*** will insure that its wearers have equal comfort in both cold and hot temperatures. It will also be fabricated from lightweight and comfortable materials and fashionably designed, making it appealing to wear in public. Additionally, the ***Stay Kool*** will help prevent the multitude of physical problems that can ensue when one is subjected to extreme hot and cold temperatures. Furthermore, it eliminates the need to wear overly bulky clothing in the winter time and will significantly increase productivity in extreme temperatures.

The ***Stay Kool*** is also in Patent Pending status with the United States Patent and Trademark Office.

Mr. Jackson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the specialized apparel products industry are currently being targeted as candidates to eventually commercialize the ***Stay Kool*** on a worldwide basis.

In July 2012, Mr. Jackson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Stay Kool*** 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 ***Stay Kool*** 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.

