



### ***Byrd Outdoor Table Invention In Search of Licensee***

An innovative new product designed to enhance the enjoyment of the outdoors, the ***Byrd Outdoor Table***, has been developed by Shelia Byrd of Katy, Texas. The product's unique design enables its users to enjoy a meal in an outdoor setting in convenient fashion.

For those that live in the right climate, one of the many benefits is the rich variety of ways that the outdoors can be enjoyed. One of the most common is through eating, since it can be combined or be made the central focus of a number of activities, such as tailgating before a sporting event or partaking in a barbecue or picnic function. The reality is however, that it can often be difficult and impractical to have the proper surfaces on which to enjoy a meal readily available.

To this end, the ***Byrd Outdoor Table*** has been conceived. The ***Byrd Outdoor Table*** will serve a variety of purposes well, including tailgating, enjoying a picnic, or just spending time at the beach. The product will be adaptable to virtually any make or model of vehicle. Additionally, it will be easily collapsible for convenient storage. The ***Byrd Outdoor Table*** will also be competitively priced and fabricated from durable materials, making it a wise long-term investment.

The inventor has developed a working prototype of The ***Byrd Outdoor Table*** that has been utilized with success.

Ms. Byrd now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the ***Byrd Outdoor Table*** on a worldwide basis.

In October 2012, Ms. Byrd contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Byrd Outdoor Table*** 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 ***Byrd Outdoor Table*** 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).