



Bottles For A Cause Invention In Search of Licensee

An innovative new product designed to promote a worthwhile cause in a creative and widespread manner, ***Bottles For A Cause***, has been developed by Harriet De Carteret of Dracut, Massachusetts. The invention's unique design enables women to enjoy a beer in an eye-catching and sleekly designed bottle.

The very worthwhile cause of breast cancer research has particularly been in the spotlight over the last several years due to the increasing incidence rate of the disease, which unfortunately kills hundreds of thousands of women worldwide each year. Increased awareness has certainly been a positive, and each October is specifically designated as a month to educate and inform the general public about prevention, causes, and treatment for the illness. With breast cancer consciousness likely at an all-time high, any product that can further the visibility of the movement and help raise additional funds for research will therefore likely be viewed with great interest.

To this end, ***Bottles For A Cause*** has been conceived. ***Bottles For A Cause*** will help spread awareness and encourage contributions for breast cancer research. The product also lends itself to a variety of different and creative designs. Additionally, ***Bottles For A Cause*** will enhance the overall enjoyment of the beverage it houses and it provides an aesthetically pleasing design to what is usually a visually bland product.

Bottles For A Cause is also in patent pending status with the United States Patent and Trademark Office.

Ms. De Carteret now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beverage bottling products industry are currently being targeted as candidates to eventually commercialize ***Bottles For A Cause*** on a worldwide basis.

In September 2012, Ms. De Carteret contracted product management services leader Innovation Direct™ to represent the ***Bottles For A Cause*** 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 ***Bottles For A Cause*** 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.