



### *Bee Tab Invention In Search of Licensee*

An innovative new product designed to provide its users with a solution to a common problem related to beverage consumption, the **Bee Tab**, has been developed by Toby Smith of Benson, Arizona. The invention's unique design provides its users with an effective method of protecting their beverages from insects and debris when outdoors.

Outings such as picnics are great opportunities to enjoy one's favorite beverages while immersed in beautiful weather and pleasant surroundings. However, the reality is that nature is shared with a variety of other creatures besides the two-legged variety, and that some of these can easily make their way into a can quickly and discreetly, leaving an unsuspecting person to potentially come into undesired contact with the intruder.

To this end, the **Bee Tab** has been conceived. The **Bee Tab** will be easy to implement on virtually any beverage can. It will eliminate the chances of accidentally swallowing an insect. Additionally, the product will be completely unobtrusive to the enjoyment of a beverage. The **Bee Tab** will also be very cost effectively priced, adding to its appeal.

The inventor has also developed a working prototype of the **Bee Tab** that has been utilized with success.

Mr. Smith now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to eventually commercialize the **Bee Tab** on a worldwide basis.

In March 2012, Mr. Smith contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Bee Tab** 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 **Bee Tab** 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).