



Poo Protector Invention In Search of Licensee

An innovative new product targeted at pet owners everywhere, the ***Poo Protector***, has been developed by June Coutee of Gary, Indiana. The invention's unique design provides its users with a method of collecting and disposing of pet waste in optimally tidy fashion.

As much joy as pets bring to their owners, there's no denying they also require a fair amount of time consuming maintenance and care. One of the most common, and inevitable, tasks for a pet owner is cleaning up after them. With dogs in particular, this can mean getting one's hands in very close proximity to the actual waste, which can have a number of unpleasant and potentially dangerous consequences.

With this in mind, the ***Poo Protector*** has been developed. The ***Poo Protector*** will prevent the user from accidentally coming into contact with pet waste, which can have serious health consequences. It will save time and hassle when cleaning up after one's pet. The ***Poo Protector*** also will be conveniently and easily disposable.

The inventor has also developed a working prototype of the ***Poo Protector*** that she has utilized with success.

Mrs. Coutee now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to eventually commercialize the ***Poo Protector*** on a worldwide basis.

In July 2012, Mrs. Coutee contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Poo Protector*** 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 ***Poo Protector*** 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.