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Scoop Pouch Invention In Search of Licensee

An innovative new personal medical product designed to address a common problem for those with a certain medical condition, the ***Scoop Pouch***, has been developed by Norris Fowler of Galveston, Texas. The product’s unique design allows colostomy bag users to avoid embarrassment when out in public.

All medical conditions alter the life of those who suffer from them in some way, and by nature, certain illnesses carry more stigma than others. These tend to be that type of conditions that cannot necessarily be hidden from public view when an individual is out and about. One such example is the wearing of a colostomy bag, which can be the source of substantial embarrassment and discomfort. This can lead to a person becoming adverse to leaving the confines of their home, which in turn can have a number of negative or detrimental physical and emotional consequences.

To this end, the ***Scoop Pouch*** has been conceived. The ***Scoop Pouch*** effectively conceals the contents of any medical clear bag, providing peace of mind and conserving pride for its users. The product will be competitively priced, adding to its appeal. Additionally, the ***Scoop Pouch*** will be designed to conveniently and easily install over any medical clear bag. Furthermore, the ***Scoop Pouch*** will be made from durable, flexible materials.

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

In December 2012, Mr. Fowler contracted product management services leader Innovation Direct™ to represent the ***Scoop Pouch*** 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 ***Scoop Pouch*** 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.

