

# INNOVATION DIRECT™

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## ***Multi-Purpose Jogging Belt Invention In Search of Licensee***

An innovative new product designed to provide those on the go with convenient access to water, the ***Multi-Purpose Jogging Belt***, has been developed by James Turner of Olive Branch, Mississippi. The invention's unique design enables its users to have the ability to hydrate themselves with minimal effort.

Due to the technological advancements of this day and age, plentiful access to information regarding our personal health and well-being has never been easier to attain. One of the many aspects of good health that is prominently mentioned in almost any literature on the topic is the importance of drinking enough fluids, particularly when engaging in strenuous physical activity. Failure to do so can easily result in the potentially vast benefits of rigorous exercise being dramatically negated by a serious episode such as the loss of consciousness due to heat stroke. Accordingly, any product that adapts itself seamlessly to participation by its users in different sports while simultaneously keeping them safe will likely be viewed with great interest.

To this end, the ***Multi-Purpose Jogging Belt*** has been conceived. The ***Multi-Purpose Jogging Belt*** will be lightweight and therefore easily portable. The product will not obstruct freedom of movement when used with different tasks, such as jogging, construction, and a number of different sports. Additionally, the ***Multi-Purpose Jogging Belt*** will be instrumental in preventing serious medical problems stemming from a lack of proper fluid intake. Furthermore, it keeps its users hands free, allowing them to concentrate on whatever task or sport they may be participating in at the moment.

The ***Multi-Purpose Jogging Belt*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Turner now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal accessories industry are currently being targeted as candidates to eventually commercialize the ***Multi-Purpose Jogging Belt*** on a worldwide basis.

In February 2013, Mr. Turner contracted product management services leader Innovation Direct™ to represent the ***Multi-Purpose Jogging Belt*** 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 ***Multi-Purpose Jogging Belt*** 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).