

# INNOVATION DIRECT™

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## *The Brown Restraint for Aggressive Dogs Invention In Search of Licensee*

An innovative new product targeted at pet owners and veterinarian offices everywhere, ***The Brown Restraint for Aggressive Dogs***, has been developed by Beverly Brown of Jacksonville, Florida. The invention's unique design enables pet owners and veterinarians to safely and efficiently sedate an aggressive dog for the purpose of more effective treatment.

Those who provide preventative or emergency care for dogs must often walk the fine line between performing their duties and protecting themselves from a dangerous situation. While there are a variety of products that have been developed to help curb a dog's potential to injure, they are not always effective or practical. Therefore, any product that offers the potential to provide enhanced protection for those in these types of situations would likely be viewed with great interest.

With this in mind, ***The Brown Restraint for Aggressive Dogs*** has been conceived. The invention's proprietary features allow for a veterinarian to initiate close contact with an animal for treatment purposes in expedited fashion. The product will be fabricated from durable and sturdy materials, insuring that animals are thoroughly restrained. Additionally, it protects those handling injured animals from potentially serious injury. ***The Brown Restraint for Aggressive Dogs*** also eliminates the need for sedation procedures, thereby saving pet owners considerable amounts of money and while helping to preserve the health of the animal.

***The Brown Restraint for Aggressive Dogs*** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Brown now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize ***The Brown Restraint for Aggressive Dogs*** on a worldwide basis.

In April 2013, Mrs. Brown contracted product management services leader Innovation Direct™ to represent ***The Brown Restraint for Aggressive Dogs*** 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 Brown Restraint for Aggressive Dogs*** 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).

