INNOVATION DIRECT™

"Our Success is Patented™"

Strap Bag Invention In Search of Licensee

An innovative new product designed to bring added functionality to a commonly used product, the ***Strap Bag***, has been developed by Dionta Hunter of Catonsville, Maryland. The invention's unique design provides its users with a convenient and useful product ideal for storage of multiple items.

In today's day and age, it seems that the number of hand-held and electronic devices owned by the average consumer has increased considerably. In large part, this is due to the incredible organizational and entertainment capacity possessed by these items, leading many to rely on them substantially. The importance these products play naturally render them virtually indispensable any time a person walks out the door. In turn, this creates a need for other products that address the secure and convenient transport of these prized possessions.

With this in mind, the ***Strap Bag*** has been conceived. The ***Strap Bag*** will offer its users the convenience of having all necessities within arm's reach. The ***Strap Bag*** will also be easy and comfortable to wear on one's person. Additionally, the product will be lightweight, making it easily portable.

The inventor of the ***Strap Bag*** has developed a prototype that has been utilized with success. The ***Strap Bag*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Hunter now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the handbag products industry are currently being targeted as candidates to eventually commercialize the ***Strap Bag*** on a worldwide basis.

In April 2013, Mr. Hunter contracted product management services leader Innovation Direct™ to represent the ***Strap Bag*** 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 ***Strap Bag*** 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.