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Traceable/Trackable Playing Ball Invention In Search of Licensee

An innovative and effective improvement on a widely used sporting goods product, the ***Traceable/Trackable Playing Ball***, has been developed by Calvin Small of Gary, Indiana. The invention's unique design enables its users to solve a common problem related to playing golf.

Golf has become one of the leading participant sports among adults in today's society, and offers a number of benefits to those who partake in it. One of the more subtle positives of the activity is the amount of exercise that a person can actually receive during a typical round of golf, due to the amount of walking, swinging, and even bending that can occur over 9 or 18 holes. However, one form of exertion that is not exactly welcome by most golf players is that which results from having to search high and low for a lost golf ball. This can certainly lead to frustration and an interruption in the rhythm of the game.

With this type of problem in mind, the ***Traceable/Trackable Playing Ball*** has been conceived. The ***Traceable/Trackable Playing Ball***'s proprietary features enable quick and efficient tracking of a golf ball at all times. The ***Traceable/Trackable Playing Ball*** will also save its users considerable time and frustration out on the golf course. Additionally, the product offers pin point accuracy in detecting ball location from a considerable distance. Furthermore, through its proprietary features, the ***Traceable/Trackable Playing Ball*** enhances the overall enjoyment of a round of golf.

The ***Traceable/Trackable Playing Ball*** is also the subject of **US Patent # 7,815,525 B2** with the United States Patent and Trademark Office.

Mr. Small now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the golf accessories industry are currently being targeted as candidates to eventually commercialize the ***Traceable/Trackable Playing Ball*** on a worldwide basis.

In April 2013, Mr. Small contracted product management services leader Innovation Direct™ to represent the ***Traceable/Trackable Playing Ball*** 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 ***Traceable/Trackable Playing Ball*** 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.