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Kitty Swinger Invention In Search of Licensee

An innovative new product targeted at cat owners everywhere, the ***Kitty Swinger***, has been developed by Bill Greyhawk of Hoodspport, Washington. The invention's unique design enables it to serve as a simple yet entertaining diversion for cats of all ages.

Our domesticated feline friends have usually proven to be a source of amusement for their owners. What they may lack in outward affection at times when compared to dogs is often made up for by their seemingly never-ending zest for play with the simplest of objects. However, these habits can also prove to be difficult to manage at times, especially when cats begin to damage household items such as furniture through their play. Taking these types of issues into account, it is likely that any product that holds the potential to thoroughly entertain cats and satisfy their need for physical exertion will be viewed with great interest.

To this end, the ***Kitty Swinger*** has been developed. The ***Kitty Swinger*** provides a healthy dose of exercise for a cat, helping to sustain its long-term health. The product keeps cats occupied and therefore reduces the chances of them focusing on furniture and other household objects they can potentially damage. Additionally, the ***Kitty Swinger*** will be competitively priced, adding to its appeal.

The inventor has developed prototypes that have been utilized successfully with cats. The ***Kitty Swinger*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Kitty Swinger*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet accessories are currently being targeted as candidates to eventually commercialize the ***Kitty Swinger*** on a worldwide basis.

In July 2013, Mr. Greyhawk contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kitty Swinger*** 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 World of Concrete 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 ***Kitty Swinger*** 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.