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Cross Specialty Cooler Invention In Search of Licensee

An innovative new product intended to effectively address a common problem related to food and drink transport, the ***Cross Specialty Cooler***, has been developed by Antoine Cross of Oklahoma City, Oklahoma. The invention’s unique design enables its users to enjoy the benefits of a cooler regardless of external temperature conditions.

The ***Cross Specialty Cooler*** eliminates the hassle and unpleasantness of finding food surrounded by melted ice. Its proprietary features help prevent the possible spoiling of food, which in turn helps prevent potential illness. Additionally, the ***Cross Specialty Cooler*** will be easy and convenient to transport to any outdoor activity. Furthermore, it will save the time and effort involved in having to constantly clean up coolers after ice has melted. The ***Cross Specialty Cooler*** will also be competitively priced, adding to its appeal.

The ***Cross Specialty Cooler*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2013, Mr. Cross contracted product management services leader Innovation Direct™ to represent the ***Cross Specialty Cooler*** 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 ***Cross Specialty Cooler*** 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.