

# INNOVATION DIRECT™

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## *Fido Fanny Pack Invention In Search of Licensee*

An innovative and handy new product targeted at pet owners, the ***Fido Fanny Pack***, has been developed by Jill Merkert of Alpharetta, Georgia. The invention's unique design allows the user to enjoy “hands-free” dog walking! It also provides its users with a convenient and effective method of transporting personal items when out walking their pet.

The ***Fido Fanny Pack***'s proprietary features also enable it to make cleaning up after one's dog an easier proposition. The product eliminates the hassle and potential dangers of trying to hold a leash and other items in the same hand. Additionally, the ***Fido Fanny Pack*** allows its users to accomplish a multitude of other tasks while still keeping their animal safely on a leash. Furthermore, it helps to prevent dogs from suddenly yanking on their leash, thereby potentially causing their owner an injury or a fall. The ***Fido Fanny Pack*** will also be competitively priced, adding to its appeal.

Mrs. Merkert 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 ***Fido Fanny Pack*** on a worldwide basis.

In October 2013, Mrs. Merkert contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fido Fanny Pack*** 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 ***Fido Fanny Pack*** 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).