

INNOVATION DIRECT™

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Magpie Invention In Search of Licensee

An innovative new product designed to provide a coat with considerable versatility in terms of style and appearance, the **Magpie**, has been developed by Cassandra Kelly of Scott Depot, West Virginia. The invention's unique design provides its users with an effective method of turning quickly and effortlessly achieving different looks with their coat depending on what an occasion may call for.

The **Magpie** saves its users money over time by reducing the amount of clothing they need to purchase. Additionally, the product helps insure that its users are not overdressed or underdressed for any occasion. The **Magpie** will also save a great deal of time by eliminating the need to change clothing to go from one setting or event to another. Furthermore, it will be made from elegant and durable materials and will be competitively priced, adding to its appeal.

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

The inventor of the **Magpie** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the clothing products industry are currently being targeted as candidates to eventually commercialize the **Magpie** on a worldwide basis.

In September 2013, Mrs. Kelly contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Magpie** 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 **Magpie** 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.