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Stringalong Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to certain clothing items, the ***Stringalong***, has been developed by Sean Mount of Las Cruces, New Mexico. The invention's unique design enables its users to restring apparel that normally has a drawstring.

The ***Stringalong*** will be easy to implement and use with a variety of clothing, including hooded sweatshirts and sweatpants. Additionally, the ***Stringalong*** will be made from durable materials. Furthermore, the ***Stringalong*** eliminates the frustration of having to go without a drawstring and the functionality it brings, such as tightening the hood on a jacket. It will also be competitively priced, adding to its appeal.

The inventor of the ***Stringalong*** has also developed a working prototype that has been utilized with success.

Mr. Mount now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the clothing accessories industry are currently being targeted as candidates to eventually commercialize the ***Stringalong*** on a worldwide basis.

In September 2013, Mr. Mount contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Stringalong*** 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 ***Stringalong*** 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.