

# INNOVATION DIRECT™

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## *Vino Chateau Invention In Search of Licensee*

An innovative new product designed to provide consumers with a household accessory that is both aesthetically pleasing and functional, the *Vino Chateau*, has been developed by S & R Designs of Kingsport, Tennessee. The invention's unique design renders it an efficient and secure storage device for any bagged beverage, including wine.

The *Vino Chateau*'s proprietary features allow for it to be easily transported when necessary. It will be made available in a variety of colors to suit individual home decor. The product will also easily lend itself to handsome and personalized engraving. Additionally, the *Vino Chateau* will be made from durable and elegant materials, making it a wise long-term investment.

The inventor of the *Vino Chateau* has developed a working prototype that has been utilized with success. The invention is also in Patent Pending status within the United States Patent and Trademark Office.

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

In August 2013, S & R Designs contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Vino Chateau* 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 *Vino Chateau* 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).