

INNOVATION DIRECT™

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Clip-O Invention In Search of Licensee

An innovative new product designed to address a common problem related to the secure closing of bags, the **Clip-O**, has been developed by James Vanderloop of Kaukauna, Wisconsin. The invention's unique design provides an effective method of thoroughly clamping a bag shut after initial opening.

The **Clip-O** eliminates the potential for a bag's contents to be exposed to moisture, air, and other elemental factors. Additionally, the **Clip-O** will sport a child-proof design, providing peace of mind. Moreover, the product will be non-conductive to electricity and completely devoid of moving parts, thereby reducing the chances of potential damage. Furthermore, the **Clip-O** will be competitively priced, adding to its appeal.

The inventor of the **Clip-O** has developed multiple prototypes that he has utilized with success. The **Clip-O** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Vanderloop now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household, lawn and garden, and farming products accessories industries are currently being targeted as candidates to eventually commercialize the **Clip-O** on a worldwide basis.

In August 2013, Mr. Vanderloop contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Clip-O** 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 **Clip-O** 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.