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Pet Sitter Invention In Search of Licensee

An innovative new product designed to help pet owners with a common problem related to their animals, the ***Pet Sitter***, has been developed by M.J. Squires of Mesa, Arizona. The invention's unique design provides a measure of comfort and entertainment to pets when home alone.

The ***Pet Sitter*** helps to prevent damaged furniture around the home stemming from pets being left alone. Additionally, the ***Pet Sitter*** will be easy to implement and begin using. Furthermore, the ***Pet Sitter*** allows users to record messages in their own voice. Through its proprietary features, the product will effectively help pacify pets and eliminate a certain degree of loneliness. It will also be competitively priced, adding to its appeal.

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

Mrs. Squires now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to eventually commercialize the ***Pet Sitter*** on a worldwide basis.

In October 2013, Mrs. Squires contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pet Sitter*** 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 ***Pet Sitter*** 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.