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Pet Sleeping Bag Invention In Search of Licensee

An innovative new product targeted at owners of small pets, the ***Pet Sleeping Bag***, has been developed by Edith Brannan of Littleton, Colorado. The invention's unique design provides pet owners with a highly convenient and secure product for their animal.

It has long been known that animal lovers are quite passionate about their four-legged companions, and often bestow upon them the same level of care that they would to a small child. Accordingly, the pet products market is usually significantly profitable and continuously develops new products that are intended to "pamper" pets with various comforts.

The ***Pet Sleeping Bag*** provides pets with a place to be warm and comfortable. The product will be fabricated from highly durable steel and fiberglass. The ***Pet Sleeping Bag*** also will allow pets to cover themselves without assistance. Furthermore, the ***Pet Sleeping Bag*** provides a convenient hiding place for a small pet and will be competitively priced, adding to its appeal.

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

The inventor of the ***Pet Sleeping Bag*** has developed a working prototype that has been utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

In May 2013, Mrs. Brannan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pet Sleeping Bag*** 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 Sleeping Bag*** 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.