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Polly Wog Dogs Invention In Search of Licensee

An innovative and eye catching new product designed to provide children with both entertainment and valuable lessons, the ***Polly Wog Dogs***, has been developed by Jennifer Akins of Stateline, Nevada. The invention’s unique design helps to teach children important aspects of caring for and nurturing a pet.

The ***Polly Wog Dogs*** will provide children with hours of safe and positive fun that will also stimulate the imagination. The product helps children and their families learn about different breeds of dogs. Additionally, the ***Polly Wog Dogs*** will help children treat and care for their own live pets in more effective fashion. It will also be competitively priced, adding to its appeal.

The ***Polly Wog Dogs*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Akins now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the toy products industry are currently being targeted as candidates to eventually commercialize the ***Polly Wog Dogs*** on a worldwide basis.

In July 2013, Mrs. Akins contracted product management services leader Innovation Direct™ to represent the ***Polly Wog Dogs*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Polly Wog Dogs*** 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.