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Baysah Sporting Goods Accessory Invention In Search of Licensee

An innovative and effective new product designed to provide its users with a convenient and comfortable personal accessory, the ***Baysah Sporting Goods Accessory***, has been developed by Garwu Baysah of Brooklyn Park, Minnesota. The invention's unique design provides its users with a handy method of storing needed items when on the go in a secure and safe fashion.

The ***Baysah Sporting Goods Accessory*** will be easily portable to any location. The product can also store multiple items easily. Additionally, the ***Baysah Sporting Goods Accessory*** will eliminate potential damage to the shoulders and back caused by carrying excessive weight. Furthermore, it will be fabricated from lightweight yet flexible and durable material, making it comfortable to use at all times. The ***Baysah Sporting Goods Accessory*** will also be competitively priced, adding to its appeal.

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

In October 2013, Mrs. Baysah contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Baysah Sporting Goods Accessory*** 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 ***Baysah Sporting Goods Accessory*** 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.