

INNOVATION DIRECT™

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King Specialty Dog Collar Invention In Search of Licensee

An innovative new product designed to provide dog owners with an aesthetically pleasing and functional accessory for their pet, the ***King Specialty Dog Collar***, has been developed by Michael King of Pace, Florida. The invention's unique design provides both owner and animal with an essential element of safety when walking in dimly lit conditions.

The ***King Specialty Dog Collar*** will be instrumental in helping to prevent potential injuries and fatalities. Additionally, the ***King Specialty Dog Collar*** will be easy and comfortable for the pet to wear. The product will enable owners to find lost dogs in much easier fashion. Furthermore, the ***King Specialty Dog Collar's*** proprietary features enable it to also serve as an efficient training tool. It will also be competitively priced, adding to its appeal.

The ***King Specialty Dog Collar*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In October 2013, Mr. King contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***King Specialty Dog Collar*** 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 ***King Specialty Dog Collar*** 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.