

INNOVATION DIRECT™

“Our Success is Patented™”

Shake-Around Invention In Search of Licensee

An innovative new product intended to add a functional and convenient twist to a frequently used beverage consumption accessory, the ***Shake-Around***, has been developed by Darnell Fizer of Las Vegas, Nevada. The invention’s unique design eliminates a common difficulty related to the use of “mixer” cups to consume thick protein shakes.

The ***Shake-Around***’s proprietary features remove the hassle of the trapping and clumping of particles in the corners of the cup. The product will also save its users time when cleaning. Additionally, the ***Shake-Around*** will be made available in various colors to suit individual tastes and will be fabricated from durable materials, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The ***Shake-Around*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Fizer now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to eventually commercialize the ***Shake-Around*** on a worldwide basis.

In August 2013, Mr. Fizer contracted product management services leader Innovation Direct™ to represent the ***Shake-Around*** 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 ***Shake-Around*** 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.