

INNOVATION DIRECT™

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Pierson Specialty H2O Jug Invention In Search of Licensee

A simple yet innovative new product designed to serve as a highly useful tool to transport water anywhere, the ***Pierson Specialty H2O Jug***, has been developed by George F. Pierson and Zita Pierson of Palatine, Illinois. The invention's unique design insures its users that they always have clean and delicious drinking water.

The ***Pierson Specialty H2O Jug*** eliminates the need for purchasing bottled water and dealing with the associated disposal of the plastic container after drinking. The product will be conveniently collapsible and storable when not in use. Additionally, the ***Pierson Specialty H2O Jug*** will be completely dishwasher safe. Furthermore, it will be produced in a variety of colors to suit individual tastes and fabricated from a BPA-free plastic material, making it environmentally sound. Moreover, the ***Pierson Specialty H2O Jug*** will be competitively priced, adding to its appeal.

The ***Pierson Specialty H2O Jug*** is also in Patent Pending status within the United States Patent and Trademark Office.

The Piersons now seeks a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the liquid storage products industry are currently being targeted as candidates to eventually commercialize the ***Pierson Specialty H2O Jug*** on a worldwide basis.

In January 2014, the Piersons contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pierson Specialty H2O Jug*** 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 ***Pierson Specialty H2O Jug*** 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.