

INNOVATION DIRECT™

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bend-A-bowl Invention In Search of Licensee

An innovative new product designed to serve as an effective and highly useful accessory for pet owners with physical limitations. Developed by Lori Gelinias of Land O Lakes, Florida, the invention's unique design and proprietary features eliminate the need for bending when refilling the pet feeding bowls.

The *bend-A-bowl* will prevent the discomfort and risk inherent when someone with physical restrictions attempts to bend. The product will be exceedingly easy to operate. Additionally, the *bend-A-bowl* will be of particular value to those with confined to a mobility chair, individuals in the post- surgical phase, those experiencing a difficult pregnancy, and the elderly. Furthermore, it will be fabricated from durable materials, making it a wise investment. Moreover, the *bend-A-bowl* will be competitively priced, adding to its appeal.

The inventor has developed a working prototype of the Bend-A-bowl that has been utilized with success. The *bend-A-bowl* is also in Patent Pending status within the United States Patent and Trademark Office.

Ms. Gelinias now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize the *bend-A-bowl* on a worldwide basis.

In January 2014, Ms. Gelinias contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *bend-A-bowl* 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 *bend-A-bowl* 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.