

# INNOVATION DIRECT™

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## *Mudd’s Knives Invention In Search of Licensee*

An innovative new product designed to put an eye-catching twist on an essential accessory for hunting and the outdoors in general, the ***Mudd’s Knives***, has been developed by Chris W. Mudd of Leitchfield, Kentucky. The invention's unique design provides its users with a decorative and yet highly functional version of a utility knife.

The ***Mudd’s Knives*** will help prevent potentially serious injuries and potentially even death caused by electrocution. Additionally, it will lend itself well to personalization and other decorative customization. Furthermore, the ***Mudd’s Knives*** will be equally effective across a number of different tasks and activities. It will also be competitively priced and made from durable and formidable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Mudd’s Knives*** has developed working prototypes that have been utilized with success. The ***Mudd’s Knives*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Mudd now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the sporting goods products industry are currently being targeted as candidates to eventually commercialize the ***Mudd’s Knives*** on a worldwide basis.

In February 2014, Mr. Mudd contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Mudd’s Knives*** 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 ***Mudd’s Knives*** 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](mailto:MR@innovationdirectonline.com).