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Roll Wit-It Invention In Search of Licensee

An innovative new product designed to put a fun and eye-catching twist on an essential household accessory, the **Roll Wit-It**, has been developed by James Bethel of Capitol Heights, Maryland. The invention's unique design provides its users with an entertaining way to display their allegiance to their favorite sports team.

The **Roll Wit-It** offers the full functionality of a conventional version of the product. Additionally, the **Roll Wit-It** is easy and virtually effortless to install. Furthermore, it makes for an original and attention-getting addition to any sports fan's household. Moreover, the **Roll Wit-It** is competitively priced and made from durable plastic, adding to its appeal.

The **Roll Wit-It** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Bethel now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household novelty products industry are currently being targeted as candidates to eventually commercialize the **Roll Wit-It** on a worldwide basis.

In January 2014, Mr. Bethel contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Roll Wit-It** 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 **Roll Wit-It** 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.