

INNOVATION DIRECT™

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Kitty Loo Cover Invention In Search of Licensee

An innovative new product designed to serve as a highly functional accessory to be used with conventional litter boxes, the ***Kitty Loo Cover***, has been developed by Chris Cegielski of Lake Jackson, Texas. The invention's unique design provides it users with an effective method of odor-proofing their existing litter box.

The ***Kitty Loo Cover*** easily and conveniently fits over virtually any existing litter box. The product will be made available in a variety of aesthetically pleasing designs to suit individual tastes. Additionally, the ***Kitty Loo Cover*** helps to eliminate the inconvenience and hassle of the foul odors and messes typically inherent in the use of conventional litter boxes. Furthermore, the ***Kitty Loo Cover*** is competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Kitty Loo Cover*** has a limited run of fully manufactured units that have sold with success. The ***Kitty Loo Cover*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Cegielski now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize the ***Kitty Loo Cover*** on a worldwide basis.

In March 2014, Mr. Cegielski contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kitty Loo Cover*** 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 ***Kitty Loo Cover*** 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.