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Sweet Spot Invention In Search of Licensee

An innovative new product targeted at golfers everywhere, the ***Sweet Spot***, has been developed by Gary Noschka of Wilmington, North Carolina. The invention's unique design provides its users with an effective method of keeping their clubs clean at all times during a round of golf.

The ***Sweet Spot*** eliminates the need to stop one's game to retrieve a towel. The product helps insure that a club is kept clean with a simple flick of the wrist. Additionally, the ***Sweet Spot*** will be completely comfortable and unobtrusive to wear. Furthermore, it will help provide greater overall enjoyment of a round of golf. The ***Sweet Spot*** will also be competitively priced adding to its appeal.

The inventor of the ***Sweet Spot*** has developed a working prototype that has been utilized with success. The ***Sweet Spot*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Noschka now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the golf accessories industry are currently being targeted as candidates to eventually commercialize the ***Sweet Spot*** on a worldwide basis.

In April 2014, Mr. Noschka contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Sweet Spot*** 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 ***Sweet Spot*** 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.