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### *UP in Smoke Ashtray Invention In Search of Licensee*

An innovative new product designed as an eye-catching yet functional novelty item, the ***UP in Smoke Ashtray***, has been developed by John Gangel of Ravenna, Ohio. The invention's unique design provides its users with a fully usable ash tray that will also draw some laughs.

The ***UP in Smoke Ashtray*** will easily lend itself to customization. The product is intended to capitalize on a new segment of the smoker's market that is experiencing rapid growth. Additionally, the ***UP in Smoke Ashtray*** will be competitively priced and made from durable aluminum, adding to its appeal and making it a wise investment.

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

Mr. Gangel now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the novelty products industry are currently being targeted as candidates to eventually commercialize the ***UP in Smoke Ashtray*** on a worldwide basis.

In March 2014, Mr. Gangel contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***UP in Smoke Ashtray*** 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 ***UP in Smoke Ashtray*** 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).