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Cole Specialty Ice Pack Invention In Search of Licensee

An Innovative and highly functional improvement to an existing product, the ***Cole Specialty Ice Pack***, has been developed by Sherry Cole of Clendenin, West Virginia. The invention's unique design enhances the functionality of a conventional ice pack.

The ***Cole Specialty Ice Pack's*** proprietary features enable it to be used on any area of the body. The product covers more surface area than a conventional version of the same product. Additionally, the ***Cole Specialty Ice Pack*** aids in better pain control and swelling after injuries or when used on surgical sites. Furthermore, the ***Cole Specialty Ice Pack*** is completely latex-free and considerably easy to fill and re-fill. Moreover, it can be taken home by patients and re-used multiple times. The ***Cole Specialty Ice Pack*** is also competitively priced, adding to its appeal.

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

The inventor of the ***Cole Specialty Ice Pack*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the personal medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Cole Specialty Ice Pack*** on a worldwide basis.

In April 2014, Mrs. Cole contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Cole Specialty Ice Pack*** 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 ***Cole Specialty Ice Pack*** 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.