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Pet Bed Warmer Invention In Search of Licensee

An innovative new product designed to serve as a highly useful product for pet owners, the ***Pet Bed Warmer***, has been developed by Tracey Wofford of Clarkesville, Tennessee. The invention's unique design allows for pets to be kept safely and comfortably warm when forced to sleep in frigid temperatures.

The ***Pet Bed Warmer*** helps prevent the potentially fatal circumstances of leaving a pet outdoors in the cold. The product is conveniently washable and operates without electricity, making it completely safe for all pets. Additionally, the ***Pet Bed Warmer*** provides its users with peace of mind when their pets are outdoors. Furthermore, it will be made available in multiple sizes to accommodate different animals. Moreover, the ***Pet Bed Warmer*** is competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Wofford now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize the ***Pet Bed Warmer*** on a worldwide basis.

In March 2014, Mrs. Wofford contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pet Bed Warmer*** 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 ***Pet Bed Warmer*** 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.