

INNOVATION DIRECT

"Our Success is Patented"™

The Hydro Puppy Invention In Search of Licensee

An innovative new product targeted at all pet owners that take their animals outdoors, the **Hydro Puppy**, has been developed by Michael Bjelland of Liberty, Utah. The invention's unique design enables pet owners to insure that their animals have adequate hydration at all times when away from home.

The **Hydro Puppy** is simple to operate and will help prevent potential suffocation or heat stroke. The product is compact in size, making it easily and conveniently portable. Additionally, the **Hydro Puppy** provides priceless peace of mind and security when out walking an animal in high temperatures. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the **Hydro Puppy** has also developed a working prototype that has been utilized with success.

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

In June 2014, Mr. Bjelland contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Hydro Puppy** 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 **Hydro Puppy** 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.