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The Octopong Invention In Search of Licensee

An innovative and functional new twist on a widely popular game, the **Octopong**, has been developed by Jade Burnett of Arvada, Colorado. The invention's unique design provides its users a version of the game Beer Pong that offers a number of advantages over the conventional form that currently exists.

The **Octopong's** proprietary features allow for greater participation by significantly reducing the waiting time for playing. The product allows up to 4 games to be played at once with a total of 8 teams and 16 people participating simultaneously. Additionally, the **Octopong** boasts dimensions that conform to official tournament size. Furthermore, it is sufficiently lightweight so as to be easily portable when necessary and conveniently foldable and storable when not in use. Moreover, the **Octopong** will promote a higher overall level of socialization in the settings it is utilized in, such as parties and bars. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

In July 2014, Mrs. Burnett contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Octopong** 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 **Octopong** 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.