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The Burt Specialty Mug Invention In Search of Licensee

A simple yet innovative new accessory designed to address a common problem related to the consumption of coffee, the ***Burt Specialty Mug***, has been developed by Sarah Burt of Plymouth, Minnesota. The invention's unique design helps insure that a coffee drinker always has a dependable means of freshening their breath.

The ***Burt Specialty Mug*** allows for the enjoyment of a popular beverage without the stigma of unpleasant after breath. The product provides all of the functionality of a conventional mug, but with added convenience. Additionally, the ***Burt Specialty Mug*** saves time and hassle for coffee drinkers with regards to attempting to make sure their breath is refreshed after consumption. Furthermore, it is exceedingly easy to utilize. Moreover, the ***Burt Specialty Mug*** is ideal when drinking coffee on the go, such as during the commute to work. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

Ms. Burt now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to eventually commercialize the ***Burt Specialty Mug*** on a worldwide basis.

In July 2014, Ms. Burt contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Burt Specialty Mug*** 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 ***Burt Specialty Mug*** 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.