



### *The Cartboard Invention In Search of Licensee*

A simple yet innovative new product designed to simplify certain aspects of shopping, the ***Cartboard***, has been developed by Donald Murphy of Tower Hill, Illinois. The invention's unique design insures that shoppers that utilize coupons enjoy an optimal level of organization when out shopping and utilizing them.

The ***Cartboard*** helps insure its users that they maximize the value of the coupons they have in their possession. The product prevents loss of coupons and general disorganization when shopping. Additionally, the ***Cartboard*** allows consumers to keep an accurate tab of their expenditures during the actual shopping trip. Furthermore, it facilitates the saving of money by simplifying the task of shopping with coupons. Moreover, it is exceedingly easy to attach and remove from a shopping cart at will. The ***Cartboard*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Cartboard*** has developed multiple working prototypes that have been utilized with success. The ***Cartboard*** is currently in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2014, Mr. Murphy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Cartboard*** 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 ***Cartboard*** 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](mailto:MR@innovationdirectonline.com).