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Backstop Buddy Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to bathroom usage, the ***Backstop Buddy***, has been developed by Bud Couch of Gladstone, Missouri. The invention's unique design allows it to prevent the accumulation of urine near the back of a toilet seat in the hinge area.

The ***Backstop Buddy*** eliminates unpleasant messes in the bathroom. The product is made available in a variety of sizes in order to accommodate differently sized and shaped toilets. Additionally, the ***Backstop Buddy*** is easy and quick to implement and can also serve as a significantly valuable tool during the process of potty training young boys. Furthermore, the product is made from durable materials and competitively priced, adding to its appeal and making it a wise investment.

The inventor of the ***Backstop Buddy*** has developed a working prototype that has been utilized with success. The ***Backstop Buddy*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In March 2014, Mr. Couch contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Backstop Buddy*** 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 ***Backstop Buddy*** 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.