



Lee Specialty Flea Collar Invention In Search of Licensee

An innovative and useful new twist on a widely used and essential pet accessory, the ***Lee Specialty Flea Collar***, has been developed by Gina Lee of Fairlawn, Ohio. The invention's unique design provides cat and dog owners with a collar that provides unprecedented functionality.

The ***Lee Specialty Flea Collar*** is sufficiently versatile so as to keep animals smelling pleasantly while also warding off fleas and ticks. The product will be thoroughly comfortable to wear. Additionally, the ***Lee Specialty Flea Collar*** will be made available in a wide variety of colors and designs to suit different tastes. Furthermore, it is easy and quick to put on a dog or cat. Moreover, the ***Lee Specialty Flea Collar*** will be competitively priced and made from durable materials, adding to its appeal.

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

In August 2014, Mrs. Lee contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Lee Specialty Flea Collar*** 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 ***Lee Specialty Flea Collar*** 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.