



V. Bag Invention In Search of Licensee

A simple yet highly useful new product designed to address a common problem for airlines and their passengers, the **V. Bag**, has been developed by Aminata Cisse of New York City, New York. The invention's unique design renders it a more effective and sanitary version of a conventional air sickness bag.

The **V. Bag** is exceedingly easy to utilize. The product's proprietary features help insure that it is formidable enough to resist any tearing or breaking. Additionally, the **V. Bag** eliminates messy and unpleasant episodes for airline passengers and flight personnel. Furthermore, the **V. Bag** can be instrumental in preventing the spread of bacteria to other passengers after a vomiting episode. In addition to being highly useful in the airline industry, the **V. Bag** will also serve a valuable purpose on cruise lines and passenger buses as well. Moreover, it will also be competitively priced and will be made from durable materials, adding to its appeal.

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

Mrs. Cisse now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the airline, cruise line, school and transportation accessories industries are currently being targeted as candidates to eventually commercialize the **V. Bag** on a worldwide basis.

In September 2014, Mrs. Cisse contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **V. Bag** 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 **V. Bag** 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.