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Whistle Invention In Search of Licensee

A simple yet effective new product designed to serve as an enhanced version of a commonly utilized item, the **Whistle**, has been developed by Randol Ivory of Decatur, Georgia. The invention's unique design enables its users to easily and quickly get the attention of a person or animal.

The **Whistle** can be used equally effectively in a number of different settings, including outdoors during sporting events and hunting trips. The product can be particularly valuable in an emergency when help needs to be summoned. Additionally, the **Whistle** will be lightweight and convenient to carry. Furthermore, it will be made from durable materials, making it a wise long-term investment. The **Whistle** will also be competitively priced, adding to its appeal.

The inventor of the **Whistle** has also developed a working prototype that has been utilized with success.

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

In October 2013, Mr. Ivory contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Whistle** 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 **Whistle** 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.