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The Doggie-B-Dry Invention In Search of Licensee

An innovative and functional new product targeted at pet owners, the ***Doggie-B-Dry***, has been developed by Jennifer Huff of Goldsboro, North Carolina. The invention's unique design provides its users with an effective method of addressing a common problem related to dogs after they are bathed.

The ***Doggie-B-Dry*** insures that pets do not cause a time consuming mess for their owners after a bath. The product prevents costly damage to furniture and other valuable household items. Additionally, it saves pet owners time and hassle by keeping any residual water on dogs after bathing away from furniture and floors. Furthermore, the ***Doggie-B-Dry***'s proprietary features insure that no water soaks through once wrapped around the animal. Moreover, it will be competitively priced and made from soft and absorbent terrycloth or similar materials, adding to its appeal and making it a wise investment.

The ***Doggie-B-Dry*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Huff 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 ***Doggie-B-Dry*** on a worldwide basis.

In May 2014, Mrs. Huff contracted Miami, Florida-based product management services leader ***Innovation Direct***™ to represent the ***Doggie-B-Dry*** 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 ***Doggie-B-Dry*** 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.