

INNOVATION DIRECT

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The CapCap Invention In Search of Licensee

An innovative new product designed to address a common problem for those who enjoy iced coffee, the **CapCap**, has been developed by Veronica Angert of Staten Island, New York. The invention's unique design insures that the chance for dripping of coffee is eliminated.

The **CapCap** prevents the hassle and frustration of dirtying one's clothes. The product is exceedingly easy to implement on any cup. Additionally, the **CapCap** is thoroughly unobtrusive to the enjoyment of the beverage. Furthermore, the **CapCap** will be equally effective for use with iced tea or any other cold beverage. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **CapCap** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In July 2014, Mrs. Angert contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **CapCap** 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 **CapCap** 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.