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The Dog Walker Invention In Search of Licensee

An innovative and highly functional new twist on an essential pet accessory, the ***Dog Walker***, has been developed by Sabrina Wright of Tuscaloosa, Alabama. The invention's unique design provides its users with a dog leash with unprecedented functionality.

The ***Dog Walker's*** proprietary features enable it to provide a number of conveniences for pet owners, including the ability to walk multiple dogs at once and the comfort of having their hands free while doing so. The product can effectively prevent tangling of leashes when walking multiple dogs simultaneously. Additionally, the ***Dog Walker*** features an additional component specifically designed to transport puppies comfortably and safely. Furthermore, it offers the additional benefits of storage space for personal items and physical comfort for dog owners. Moreover, the ***Dog Walker*** helps to prevent potential injuries to dog walkers stemming from accidentally tripping over leashes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

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