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Modified Doobie Invention In Search of Licensee

An innovative new product designed to effectively address a common need for those who utilize backpacks outdoors, the *Modified Doobie*, has been developed by Normand Dube of Charlottesville, Virginia. The invention's unique design enables a water purification system to collect, filter, and dispense clean water for its users when outdoors.

The *Modified Doobie* provides the additional benefit of serving as a multi-purpose bucket/sink. The product is considerably easy and convenient to use. Additionally, the *Modified Doobie* is versatile enough to also serve as a rescue marker, making it a potential life-saving device. Furthermore, it is conveniently collapsible, rendering it easily portable to virtually any location. Moreover, the *Modified Doobie* will also be competitively priced and made from durable materials, adding to its appeal.

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

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

In August 2014, Mr. Dube contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Modified Doobie* 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 *Modified Doobie* 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.