



### *Three Pointer Invention In Search of Licensee*

An eye-catching and innovative sports novelty product, the ***Three Pointer***, has been developed by Doug and Dustin Hopinkah of Albuquerque, New Mexico. The invention's unique design provides its users with a creative twist on a widely popular item used when rooting for one's team at a stadium.

The ***Three Pointer*** allows its users commemorate a particularly important type of scoring play that occurs in various sports. The product helps enhance the overall enjoyment of a sporting event for its users. Additionally, the ***Three Pointer*** easily lends itself to displaying the logo and name of a team. Furthermore, the ***Three Pointer*** will also be competitively priced and will be made from durable materials, adding to its appeal.

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

Doug and Dustin now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the sports novelty products industry are currently being targeted as candidates to eventually commercialize the ***Three Pointer*** on a worldwide basis.

In August 2014, Doug and Dustin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Three Pointer*** 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 ***Three Pointer*** 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](mailto:MR@innovationdirectonline.com).