



Pool Buddies Invention In Search of Licensee

An innovative and eye catching new product designed to greatly enhance the swimming pool experience, the ***Pool Buddies***, has been developed by Steven D. James of Collinsville, Illinois. The invention's unique design provides an above ground pool with a host of different benefits.

The ***Pool Buddies*** offers a constant source of cool and refreshing water to those within the pool. The product is sufficiently diverse in functionality so as to serve as a planter as well. Additionally, the ***Pool Buddies*** is capable of providing additional lighting for the pool itself. Furthermore, it is easily installable by virtually anyone, taking only minutes. Moreover, its proprietary features enable it to lend an overall calming, soothing, and relaxing atmosphere in a pool area. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Pool Buddies*** has developed a working prototype that has been utilized with success. The ***Pool Buddies*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. James now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the swimming pool accessories industry are currently being targeted as candidates to eventually commercialize the ***Pool Buddies*** on a worldwide basis.

In August 2014, Mr. James contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pool Buddies*** 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 ***Pool Buddies*** 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.