

# INNOVATION DIRECT

"Our Success is Patented"™

## *The SorNoMor Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to the safe transport of animals, the **SorNoMor**, has been developed by Billy Gryner of Batesville, Arkansas. The invention's unique design helps insure that the physical impact associated with being transported is significantly reduced for animals.

The **SorNoMor** will be made available in multiple sizes to accommodate a wider range of animals. The product will be instrumental in preventing injuries and unnecessary physical stress or strain on animals. Additionally, the **SorNoMor** eliminates the need for the use of straw, blankets, or towels, which prove less effective. Furthermore, the **SorNoMor** provides pet owners with priceless peace of mind when transporting their animals. Moreover, it will also be competitively priced and made from durable yet comfortable materials, adding to its appeal.

The **SorNoMor** is also the subject of Design Patent # D629,571 S within the United States Patent and Trademark Office.

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

In December 2014, Mr. Gryner contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **SorNoMor** 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 **SorNoMor** 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).