



### *Cats Kraze Invention In Search of Licensee*

An innovative and highly effective new toy designed to keep cats entertained for extensive periods of time, the **Cats Kraze**, has been developed by Matthew Brink of Ewa Beach, Hawaii. The invention's unique design insures that a cat's attention is captured and kept while the product is in operation.

The **Cats Kraze**'s proprietary features enable it to offer the all-important element of surprise that cats tend to favor when playing. The product provides the option to pause on demand. Additionally, the **Cats Kraze** features a reservoir in which to store cat nip, which would serve as further encouragement for a cat to play with it. Furthermore, it will be lightweight and conveniently portable. It also encourages cats to engage in exercise, which in turn promotes much better overall health and longevity. Moreover, it will be competitively priced and made from durable materials, adding to its appeal.

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

In September 2014, Mr. Brink contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Cats Kraze** 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 **Cats Kraze** 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).