



### *The Tribal Water Invention In Search of Licensee*

An innovative and useful new product designed to serve as a refreshing and healthy beverage, the ***Tribal Water***, has been developed by inventor Paxton Simpson II of Columbia, South Carolina. The invention's unique formula enables it to provide its consumers with energy boosts without added sugar.

The ***Tribal Water***'s proprietary formula includes a substantial and varied dose of vitamins and minerals. The product features a convenient all-in-one design. Additionally, the ***Tribal Water*** insures its consumers stay hydrated while engaging in a variety of outdoor activities. Furthermore, it helps protect against serious heat-related conditions. Moreover, the ***Tribal Water*** is delicious and pleasant to drink and eliminates the need to consume unhealthy beverages, such as soda, when seeking an energy boost. It will also be competitively priced, adding to its appeal.

The ***Tribal Water*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In February 2015, Mr. Simpson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Tribal Water*** 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 ***Tribal Water*** 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).