



### *Piercing Ammo Invention In Search of Licensee*

An innovative and highly functional improvement on a widely used shooting accessory, the ***Piercing Ammo***, has been developed by Jimmy Baca of Ruidoso Downs, New Mexico. The invention's unique design and features render it a more powerful and effective form of ammunition than a conventional bullet.

The ***Piercing Ammo*** offers superior speed when fired. The product leads to higher success rate during hunting, target shooting, and other similar endeavors. Additionally, the ***Piercing Ammo***'s proprietary features lend it enhanced strength and power. Furthermore, the ***Piercing Ammo*** will be competitively priced and will be made from durable materials, adding to its appeal.

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

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

In August 2014, Mr. Baca contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Piercing Ammo*** 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 ***Piercing Ammo*** 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).