



Party Tubes Invention In Search of Licensee

An innovative and eye-catching new twist on a widely used outdoor leisure and sporting goods accessory, **Party Tubes**, has been developed by inventor Spring McCurry of Madison, Ohio. The invention's unique design provides inner tubes with a fun and exciting look.

The **Party Tubes**' remote control functionality adds to convenience of operation. The product enhances the overall tubing experience for its users. Additionally, the variety of design and features of the **Party Tubes** allow for certain level of customization during use. Furthermore, it provides its users with superior levels of control when turning. Moreover, **Party Tubes** will have an extensive potential market, including amusement parks and resorts worldwide. The **Party Tubes** will also be competitively priced and made from durable yet flexible materials, adding to its appeal.

Party Tubes is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. McCurry now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the outdoor leisure and sporting goods products industries are currently being targeted as candidates to eventually commercialize **Party Tubes** on a worldwide basis.

In May 2015, Mrs. McCurry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **Party Tubes** 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 **Party Tubes** 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.