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The Kalen Buddy Invention In Search of Licensee

A simple yet effective new product designed to prevent a common problem related to umbrellas, the ***Kalen Buddy***, has been developed by Marina Kalendareva of Briarwood, New York. The invention's unique design helps to greatly reduce the chances that an umbrella will be misplaced or forgotten in public

The ***Kalen Buddy***'s proprietary features insure that its users always have easy and secure access to their umbrellas. The product helps its users save considerable amounts of money involved in replacing lost umbrellas. Additionally, the ***Kalen Buddy*** conveniently folds into 3 sizes. The ***Kalen Buddy*** will also be competitively priced and made from durable and comfortable materials, adding to its appeal.

The ***Kalen Buddy*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Kalendareva now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the umbrella products industry are currently being targeted as candidates to eventually commercialize the ***Kalen Buddy*** on a worldwide basis.

In May 2015, Mrs. Kalendareva contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kalen Buddy*** 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 ***Kalen Buddy*** 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.