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Bodify Personal Cooling Device Invention In Search of Licensee

An innovative and highly functional new personal comfort product, the ***Bodify Personal Cooling Device***, has been developed by inventor Robert Roth of Williamsville, New York. The invention's unique features provide its users with an effective method of regulating their body temperature in any given situation.

The proprietary features of the ***Bodify Personal Cooling Device*** enable its users to insure that they are not susceptible to the possibilities of physical maladies such as heat stroke. The product is conveniently portable, making it ideal for use in virtually any situation. Its unique design also offers 180 degrees of air flow, cooling its users down almost instantly and it can be easily clipped to a shirt, pants, or workout gear. A special strap even allows for attachment when a shirt needs to be worn tucked in. Additionally, the ***Bodify Personal Cooling Device*** eliminates the discomfort that is inherent in extreme heat. Furthermore, it enhances the overall level of enjoyment of a host of outdoor-based activities by neutralizing the debilitating effects of elevated temperatures. Moreover, the ***Bodify Personal Cooling Device*** will be competitively priced and made from durable yet lightweight materials, adding to its appeal.

The ***Bodify Personal Cooling Device*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Roth now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal comfort products industry are currently being targeted as candidates to eventually commercialize the ***Bodify Personal Cooling Device*** on a worldwide basis.

In May 2015, Mr. Roth contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bodify Personal Cooling Device*** 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 ***Bodify Personal Cooling Device*** 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.