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Wing-It Invention In Search of Licensee

A simple yet purposeful new product that addresses a common problem related to the enjoyment of a popular food item, **Wing-It**, has been developed by inventor Nicholas Reinardy of Deerfield Beach, Florida. The invention's unique design enables it to offer its users a much simpler method of thoroughly accessing dipping sauce when enjoying chicken wings.

The proprietary features of **Wing-It** enable it to enhance the overall enjoyment of wings for its users. The product eliminates the hassle and frustration of only being able to place dressing on the end of the wing that is not eaten. Additionally, **Wing-It** is conveniently reusable and disposable. Furthermore, it will be competitively priced and made from durable yet lightweight materials, adding to its appeal.

Wing-It is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Reinardy now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food products industry are currently being targeted as candidates to eventually commercialize **Wing-It** on a worldwide basis.

In May 2015, Mr. Reinardy contracted Miami, Florida-based product management services leader Innovation Direct™ to represent **Wing-It** 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 **Wing-It** 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.