



Doggy Day Bag Invention In Search of Licensee

A highly practical new product targeted at pet owners everywhere, the ***Doggy Day Bag***, has been developed by inventor Lori Kinlaw of Simi Valley, California. The invention's unique design offers dog owners convenient access to all needed supplies for a day out with their pet.

The ***Doggy Day Bag***'s proprietary features enable it to securely store and transport a wide variety of pet supplies. Additionally, the ***Doggy Day Bag*** is lightweight and waterproof and conveniently wipes clean. Furthermore, it saves its users time, frustration and hassle by significantly reducing the chance that any important pet supplies are forgotten. Moreover, the ***Doggy Day Bag*** will also be competitively priced and made from durable polyurethane, adding to its appeal.

The inventor of the ***Doggy Day Bag*** has developed a working prototype that has been utilized with success. The ***Doggy Day Bag*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Kinlaw now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to eventually commercialize the ***Doggy Day Bag*** on a worldwide basis.

In August 2015, Mrs. Kinlaw contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Doggy Day Bag*** 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 ***Doggy Day Bag*** 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.