



Fizzle Light Invention In Search of Licensee

An innovative and eye-catching twist on a widely used household lighting product, the ***Fizzle Light***, has been developed by inventor Daniel Corriveau of Salem, Connecticut. The invention's unique design helps to convert a conventional night light into a diversionary and entertaining item.

The ***Fizzle Light*** provides its users, particularly children, with a fun way to keep their room lit at night. The product is simple to set up and thoroughly safe to operate. Additionally, the ***Fizzle Light***'s proprietary features enable its users to conveniently switch out its primary attachments as desired. Furthermore, it will be made available with a wide variety of design options. Moreover, the ***Fizzle Light*** will be competitively priced and made from durable materials, adding to its appeal.

The ***Fizzle Light*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Corriveau now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize the ***Fizzle Light*** on a worldwide basis.

In October 2015, Mr. Corriveau contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fizzle Light*** 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 ***Fizzle Light*** 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.