



Cat's Meow Invention In Search of Licensee

An innovative and highly appealing new twist on a widely popular female sexual aide, *Cat's Meow*, has been developed by inventor Mickey Irizarry of Surprise, Arizona. The invention's unique design provides women with a vibrator that provides an enhanced level of stimulation.

The proprietary features of *Cat's Meow* enable it to offer its users unprecedented pleasure through its thorough access to certain areas of the vagina. The product will considerably increase the overall level of enjoyment for a woman when in use. Additionally, *Cat's Meow* is thoroughly safe and comfortable to use. Furthermore, it will be competitively priced and made from durable and quality materials, adding to its appeal.

Cat's Meow is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Irizarry now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the sexual aides industry are currently being targeted as candidates to eventually commercialize *Cat's Meow* on a worldwide basis.

In May 2015, Mr. Irizarry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent *Cat's Meow* 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 *Cat's Meow* 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.