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Easy Leash Invention In Search of Licensee

An innovative and useful new product targeted at dog owners, the ***Easy Leash***, has been developed by inventor Daniel Bilby of Lewisburg, Pennsylvania. The invention's unique design greatly simplifies the task of allowing a pet to take care of a basic necessity with minimal inconvenience to their owner.

The ***Easy Leash*** enables dog owners to allow their pet to perform their bodily functions outside without the owner having to accompany them. The product's proprietary features insure that dogs are secured at all times. Additionally, the ***Easy Leash*** can easily be mounted to a door or siding. Furthermore, the ***Easy Leash*** saves considerable time and hassle for dog owners. Moreover, it will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the ***Easy Leash*** has also developed a prototype that can be utilized with success. The ***Easy Leash*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Bilby now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet accessories industry are currently being targeted as candidates to eventually commercialize the ***Easy Leash*** on a worldwide basis.

In October 2015, Mr. Bilby contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Easy Leash*** 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 ***Easy Leash*** 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.