



Cli-Che Invention In Search of Licensee

A simple yet innovative new board game product, the *Cli-Che*, has been developed by inventor William McDonald of Detroit, Michigan. The invention's unique design and format enables users of virtually all ages to enjoy an entertaining and challenging game.

The *Cli-Che* could potentially increase and improve vocabulary in its users. The product facilitates and promotes quality family time. Additionally, the *Cli-Che* encourages young players from spending less time on electronic devices. Furthermore, the *Cli-Che* will be competitively priced and made from durable materials, adding to its appeal.

The *Cli-Che* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

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

In September 2015, Mr. McDonald contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Cli-Che* 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 *Cli-Che* 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.