



Paxton Specialty Pet ID Invention In Search of Licensee

An innovative new product designed to greatly simplify the task of keeping track of one's pet, as well as provide easily accessible contact information should a pet get lost, the ***Paxton Specialty Pet ID***, has been developed by inventor Rosemarie Paxton of Stephenville, Texas. The invention's unique design allows it to leverage modern technology to help keep a pet's whereabouts known to the owner at all times, and its proprietary features help to guarantee that a pet and its owner will be reunited in expedient fashion whenever the former is temporarily lost.

The ***Paxton Specialty Pet ID*** also allows pet owners to determine and set specific boundaries within which a pet must remain, lest an alert be triggered. The product keeps owners notified of their pet's location or any security breaches through a variety of methods, including text messaging. It also keeps information current at all times, and makes the information easily accessible within the product itself. Additionally, the ***Paxton Specialty Pet ID*** provides pet owners with thorough peace of mind. Furthermore, it helps to keep pets safe from harm by restricting their freedom of movement. Moreover, the ***Paxton Specialty Pet ID*** will be competitively priced and thoroughly safe and comfortable for a pet, adding to its appeal.

The ***Paxton Specialty Pet ID*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Ms. Paxton now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pet tracking and location products industry are currently being targeted as candidates to eventually commercialize the ***Paxton Specialty Pet ID*** on a worldwide basis.

In July 2016, Ms. Paxton contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Paxton Specialty Pet ID*** 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 ***Paxton Specialty Pet ID*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of *Innovation Direct*™ at (877) 991-0909 ext. 2280 or at MR@innovationdirectonline.com.