



Fetch Yourself \$40K for the Best Pet Product Idea

Here's your chance to make your ingenious pet product idea a reality. Pet products developer, PetSafe, is launching their first pet idea contest. Called IdeaFetch, you can [enter your "innovative, quirky, fun or helpful pet ideas"](#) between October 1st and November 30th, 2005.

Consumer votes determine the top 100 pet ideas entered on www.ideafetch.com. A panel of PetSafe judges will then review and select the top 10 from that group. From the top 10, three winners will be chosen. The grand prize winner receives \$40,000, along with having his/her idea developed into product and sold at PETCO stores nationwide. The second place winner catches \$5,000 and the third place winner fetches \$2,500 with no guarantee that their ideas will be commercialized.

By entering, you are giving up some intellectual property rights to PetSafe. While this may be fine for pie-in-the-sky ideas, inventors will want to be aware of the full implications. So before you enter, be sure to read the contest rules and legalese.

posted by April Pennington @ 8:40 AM

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