By Sharon Callahan

Patent Pending:

The Original PuppyPurse™

In 2003, Suzanne Sherman '79 and her husband, Joseph Tafro '79, closed their respective law offices in New Jersey and moved to Sarasota, FL, where they anticipated a relaxing retirement. Soon after, they acquired Sammy, an adorable Maltese puppy who quickly became the center of their attention. Sherman wanted to take Sammy with her on all her excursions.



"I didn't like the available carriers," says Sherman, "because they didn't let me see and cuddle Sammy. I didn't want to keep him enclosed in a hot, stuffy bag."

When Hedy Grant '79 and her 14-year-old son, Sebastian, visited Sherman and Tafro in Florida in March of 2004, Grant and Sherman put their heads together and invented the PuppyPurse, an open-air, hands-free carrier for small dogs. Grant's son named their invention.

"We realized that we had a fabulous and unique idea," says Sherman, "and we decided to go into business. Hedy, Joe and I did the trademark and patent application work ourselves, even though we had never done this work in our respective practices. We have Pierce Law to thank for the confidence to give it a try."

"We designed PuppyPurse to keep diminutive doggies and their adoring humans inseparable and happy," say Sherman and Grant. "The PuppyPurse is not only a great way to carry a healthy pup, but also recommended by veterinarians for dogs who have arthritis or other infirmities," explains Sherman.

In the almost three years since it was created, PuppyPurse has become a tremendous commercial and artistic success. PuppyPurse is sold on Grant and Sherman's website, www.PuppyPurse.com, in pet boutiques worldwide, and in select upscale catalogs.

This winter, PuppyPurse is on view in "Bêtes de Style," an exhibit at the Musée de Design et d'Arts Appliqués Contemporains (Museum of Design and Contemporary Applied Arts) in Lausanne, Switzerland. On exhibit through February 11, 2007, the show explores the relationship between humans and their pets.

PuppyPurse is currently featured in *The Pampered Pooch: Discover What Your Dog Wants, Needs and Loves* by Jason Rich (Howell Book Houses/Wiley Publishing) and will be included in *Pet Pampering* by James Innes-Smith (Bloomsbury Press, London) and *Catwalk Dogs*, compiled by Sarah Jameson (Brown Cow Publishing) due out in 2007. Newspapers and magazines, including *The New York Times*, *The Daily Mail* (UK), *The Leader-Post* (Canada), *The Atlantic Press*, and *Pet Age*, have had high praise for the PuppyPurse. It has also been a hot topic on nationwide television programs, including *Good Morning America*, the *Sharon Osbourne Show*, *The Richard and Judy Show*, and dozens of local stations from San Diego to Orlando.

"We at PuppyPurse are, first and foremost, dog lovers," say Sherman and Grant on their website. "We would, if we could, have our pups at our sides all the time and everywhere." Visit www.puppypurse.com.