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Kelia Toy Invention In Search of Licensee

An innovative and eye catching new toy product targeted at young children, the ***Kelia Toy***, has been developed by Barbara Jane Grant Jackson of Summerville, South Carolina. The invention's unique design provides young consumers with a safe and entertaining method of enjoying the outdoors.

The ***Kelia Toy*** allows kids to be active participants in putting it together, thereby involving them more into the process. The product will promote outside play and social interaction with other children. Additionally, the ***Kelia Toy*** will be made available in multiple colors to appeal to boys and girls. Furthermore, it will be competitively priced, adding to its appeal.

The inventor of the ***Kelia Toy*** has developed multiple prototypes that have been utilized with success. The ***Kelia Toy*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Kelia Toy*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the toy products industry are currently being targeted as candidates to eventually commercialize the ***Kelia Toy*** on a worldwide basis.

In November 2013, Mrs. Jackson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kelia Toy*** 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 ***Kelia Toy*** 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.