



3 in 1 Scrapbook Invention In Search of Licensee

An eye-catching new product designed to help parents and caregivers preserve the precious memories of a baby's first year in vivid detail, the ***3 in 1 Scrapbook***, has been developed by Trish Kienitz of Sun Prairie, Wisconsin. The invention's unique design enables its users to collect and maintain accurate records of each milestone of the child's first year in organized fashion.

Typically, a baby's first 12 months in the world are replete with events that are cherished both at the moment they transpire and in the years to come. These certainly include developmental markers, unique photo opportunities, and important remembrances from family, friends, and other important figures in the child's life.

The ***3 in 1 Scrapbook*** features a wide variety of templates to make it simple and efficient for a parent or caregiver to preserve the physical documentation of these moments in a pleasant layout. The product will be offered in a gender neutral layout for an optimal degree of appeal and will also offer protective features to insure that photographs, stickers, and other items placed within it are not damaged by water or other liquids.

The ***3 in 1 Scrapbook*** will offer the additional convenience of not requiring any special assembly. Its users will also be able to comfortably work with the product and use it to its full potential without the need of any previous layout or artistic experience. It will also certainly enhance the experience of parenthood and provide countless future instances of enjoyment for the entire family.

The ***3 in 1 Scrapbook*** is the subject of **Provisional Patent 61/164,564**. There is also a prototype sample and detailed engineering drawings that have been prepared for the product. The inventor of the ***3 in 1 Scrapbook*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the scrapbooking and baby product industries are currently being targeted as candidates to eventually commercialize the ***3 in 1 Scrapbook*** on a worldwide basis.

In August 2011, Mrs. Kienitz contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***3 in 1 Scrapbook*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***3 in 1 Scrapbook*** 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.