



Baby Talk Invention In Search of Licensee

An innovative new product targeted at parents-to-be and their babies, ***Baby Talk***, has been developed by Marc Miller of La Mirada, California. The invention's unique design provides parents and family members with an effective and direct manner in which to have their voice resonate within the expectant mother's womb.

The potential benefits of exposing a baby in utero to external audible stimuli such as certain types of music and direct spoken communication have long been researched and discussed. Many expectant parents have used a variety of methods, such as speaking to the baby by coming within very close proximity to the womb or placing headphones that are connected to a music playing device directly onto the mother's stomach, in an effort to provide this type of exposure. While these methods certainly accomplish the goal to a certain extent, the degree to which these sounds may transfer to the unborn child are debatable.

Baby Talk enables its users to read or speak to their in utero babies at a clearer and more distinguishable level than previously possible. The product will be comfortable and simple to operate for its adult users and will be thoroughly safe for the unborn child. Due to the level of clarity it will provide, ***Baby Talk*** will offer the residual benefit of having the baby extract the maximum benefit from having music played, stories read, or words spoken to them as they are in the womb.

Additionally, ***Baby Talk*** will be compact, taking up a minimal amount of space wherever it is placed. It will also be easily storable and competitively priced, a must for parents-to-be already faced with numerous other expenses related to the impending arrival of their baby. Mr. Miller has also developed a working prototype of ***Baby Talk***, which is available for review under the appropriate terms and conditions of confidentiality.

Mr. Miller now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the baby accessories industry are currently being targeted as candidates to eventually commercialize ***Baby Talk*** on a worldwide basis.

In October 2011, Mr. Miller contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***Baby Talk*** 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 ***Baby Talk*** 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.

