



Monster B Gone Invention In Search of Licensee

An innovative new product designed to help children conquer a common and pervasive fear, the ***Monster B Gone***, has been developed by James and Teresa Cooke of Augusta, Georgia. The invention's unique design and appearance provides children and parents with an effective method of achieving peace of mind when it comes to fearing monsters.

Childhood is often filled with fears of varying degrees regarding the unknown and potential harm from entities that while non-existent, can be very real in the minds of a little one. One of the most common concerns of children of this type are with respect to monsters. This broad category may include ghouls, ghosts, witches, and virtually any other supernatural creature that a child may conjure up in their imagination and that they perceive as having the ability to scare or harm them. This type of situation is one that is both familiar and frustrating to the parents who have to endure this stage of their child's development. A variety of potential methods of relief exist, and there is always a demand for any solution that can be implemented with a degree of effectiveness.

One such product, the ***Monster B Gone***, will be packaged in an eye-catching can that will appeal to children. It will also allow children to participate in the virtual "removal" of monsters from their room. By doing so, the ***Monster B Gone*** will empower children by allowing them to feel that they have the ability to keep themselves out of harm's way. By assuaging their fears, it will also help children achieve a better quality of sleep and overall rest.

Mr. and Mrs. Cooke now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize ***Monster B Gone*** on a worldwide basis.

In March 2012, Mr. and Mrs. Cooke contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Monster B Gone*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Monster B Gone*** 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.