



Toy Maker Invention In Search of Licensee

An innovative new game product designed to appeal to all ages, the *Toy Maker*, has been developed by Richard Scott of Philadelphia, Pennsylvania. The invention's unique design and appearance is sure to catch the eye of young and old alike.

These days, finding traditional, non-electronic games that will hold the attention of young people can be a formidable challenge. The reality is that the majority of today's younger demographic has been conditioned since very early on to find stimulation and challenge only in the vast variety of games that the video game world offers. However, more traditional games that are crafted with fun and stimulation in mind can certainly still capture the imagination and promote greater unity and bonding among family members of all ages who participate in it.

With this in mind, the *Toy Maker* has been developed. The *Toy Maker* will serve to greatly enhance the appearance and game play of a traditional and very popular game. It will be made from elegant and durable materials, making it a wise long-term investment. Additionally, the *Toy Maker* will allow players to participate in the game in a variety of ways and will be competitively priced, adding to its appeal. By being naturally inclusive of participants of all ages, it will also help increase the chances that families and friends spend more time together partaking in a fun activity.

The inventor has also developed multiple prototypes of the *Toy Maker* that he has utilized with success.

Mr. Scott now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the toy and game products industry are currently being targeted as candidates to eventually commercialize *Toy Maker* on a worldwide basis.

In June 2012, Mr. Scott contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Toy Maker* 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 *Toy Maker* 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.