



### *Kayla's Bib Invention In Search of Licensee*

An innovative new product targeted at parents and caregivers of young children everywhere, the ***Kayla's Bib***, has been developed by Stephen Farid of Colonia, New Jersey. The invention's unique design makes an everyday parenting task much easier and even safer for the child.

Feeding time can be both emotionally rewarding yet frustrating for the parent or caregiver of a young child. Although some precious moments of bonding can certainly be created during these occasions, the reality is that it can also have its own inherent set of frustrations and challenges. One would certainly be the ease, or lack thereof, with which a traditional bib can be applied and removed.

To this end, the ***Kayla's Bib*** has been conceived. The ***Kayla's Bib*** provides parents and caregivers with a more efficient and easier to handle bib than conventional versions. The product will be easy to place on and remove from a child. Additionally, ***Kayla's Bib*** reduces the chances of a child choking or accidentally strangling themselves with the bib. Furthermore, it will be made from durable material and competitively priced, adding to its appeal.

The inventor has also developed a working prototype of the ***Kayla's Bib*** that has been utilized with success. The invention is also in patent pending status with the United States Patent and Trademark Office.

Mr. Farid now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to eventually commercialize the ***Kayla's Bib*** on a worldwide basis.

In July 2012, Mr. Farid contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Kayla's Bib*** 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 the ***Kayla's Bib*** 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](mailto:MR@innovationdirectonline.com).

