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Tooshie Cushy Invention In Search of Licensee

An innovative new product designed to make one aspect of traveling in a vehicle with children easier, the *Tooshie Cushy*, has been developed by Elizabeth Ferguson of Portage, Indiana. The invention's unique design enables children who utilize booster seats to experience an added level of comfort while riding.

Current safety regulations in many states require that children ride in booster seats when traveling in vehicles for until they have reached a height of 4'9. This means that many kids are still confined to what can sometimes be an uncomfortable position for extended periods when they are already more than old enough to verbalize their complaints in persistent fashion, which can lead to a certain degree of irritation! However, when the alternative is a potentially costly traffic citation, there is usually no choice in the matter.

With these problems in mind, the *Tooshie Cushy* has been developed. The *Tooshie Cushy* effectively keeps children both safe and comfortable on car trips of any length of time. As a result, it provides relief from children's complaints of discomfort for adult drivers and passengers. Additionally, the *Tooshie Cushy* is designed specifically for booster seats, insuring a secure and easy fit.

The *Tooshie Cushy* is also in patent pending status with the United States Patent and Trademark Office. Additionally, the inventor has developed a prototype of the *Tooshie Cushy* that has been utilized with success.

Mrs. Ferguson now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize the *Tooshie Cushy* on a worldwide basis.

In November 2012, Mrs. Ferguson contracted product management services leader Innovation Direct™ to represent the *Tooshie Cushy* 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 *Tooshie Cushy* 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.