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Sani Sit-Over Invention In Search of Licensee

An innovative new product designed to eliminate a potential source of contamination for children, the ***Sani Sit-Over***, has been developed by Placido Ventura of Green Acres, Florida. The invention's unique design provides parents of very young children with an effective method of protection when they are sitting in restaurant high chairs.

Parents of young children are somewhat notorious for being hyper-vigilant about their little ones coming into contact with bacteria and germs, and with generally good reason. The reality is that an infant's rudimentary immune system and the proliferation of potential hazards out there are a combustible combination that usually results in the child becoming sick. One common breeding ground for these types of problems are restaurant high chairs, where other potentially infectious children may have recently sat.

With these types of potential dangers in mind, the ***Sani Sit-Over*** has been conceived. The ***Sani Sit-Over*** will provide priceless peace of mind and thorough protection against germs and bacteria. The product will be easy to implement on any high chair. Additionally, it will be conveniently disposable, adding to its appeal. The ***Sani Sit-Over*** also will be comfortable for children to sit in, thereby eliminating fussiness and the related hassle for parents and caregivers.

The inventor of the ***Sani-Sit-Over*** has developed a working prototype of the invention that has been utilized with success. The ***Sani Sit-Over*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Ventura now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the baby products industry are currently being targeted as candidates to eventually commercialize the ***Sani Sit-Over*** on a worldwide basis.

In February 2013, Mr. Ventura contracted product management services leader Innovation Direct™ to represent the ***Sani Sit-Over*** 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 ***Sani Sit-Over*** 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.