

# INNOVATION DIRECT™

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## *Spoiler Invention In Search of Licensee*

An innovative new product targeted at parents and caregivers of very young children, the ***Spoiler***, has been developed by Chanel Hines of Smyrna, Georgia. The invention’s unique design enables its users to provide thorough protection and comfort for an infant while away from home.

Parents and caregivers of very young children are seemingly always looking to provide their babies with the very best in care and comfort possible. This is equally true whether the setting is at home or on the road. When on the go, it is particularly important for babies to not only feel comfortable but to be shielded thoroughly from potentially harmful factors such as the elements. As a result, any product that promises to effectively address all of these areas will likely be viewed with considerable interest.

With this in mind, the ***Spoiler*** has been conceived. The ***Spoiler*** allows for a baby to enjoy very sound sleep. The product’s proprietary features insure that it can be used safely and comfortably in different types of weather. Additionally, it is comfortably lightweight, thereby making it conveniently portable. The ***Spoiler*** includes other amenities to make a baby’s time away from home more pleasant. Furthermore, it is designed to be thoroughly secure when transporting an infant, thereby providing priceless peace of mind.

The ***Spoiler*** is also in patent pending status with the United States Patent and Trademark Office.

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

In February 2013, Mrs. Hines contracted product management services leader Innovation Direct™ to represent the ***Spoiler*** 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 ***Spoiler*** 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).