

INNOVATION DIRECT™

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5 in 1 Bed Invention In Search of Licensee

An innovative new product designed to address a simple but important need in a home, the **5 in 1 Bed**, has been developed by Darla Brooks of Phoenix, Arizona. The invention's unique design provides its users with an effective and highly functional piece of furniture.

The **5 in 1 Bed** provides its users with a variety of advantages, including additional space within a home. It will greatly aid in keeping rooms and homes as a whole organized. The product's proprietary features render it easy to move and clean under. Additionally, the **5 in 1 Bed** will be fabricated from durable materials and competitively priced, adding to its appeal.

The inventor of the **5 in 1 Bed** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the **5 in 1 Bed** on a worldwide basis.

In May 2013, Mrs. Brooks contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **5 in 1 Bed** 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 World of Concrete 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 **5 in 1 Bed** 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.