

INNOVATION DIRECT™

“Our Success is Patented™”

Money Game Invention In Search of Licensee

An innovative new product designed to provide gaming enthusiasts with an exciting new challenge, the **Money Game**, has been developed by Juan Babilonia of Camden, New Jersey. The invention's unique design renders it an entertaining way to pass the time while playing with friends and family.

In this electronic and digital intensive age we currently live in, it often is very easy to forget that there are still quite a few consumers that enjoy traditional board games. For the younger generation, it may seem that this type of entertainment already went the way of the dinosaur but the reality is that no other type of product involving competition among multiple players seems to be able to bring and bond people together like an old-fashioned, tangible board game. When one factors into a game concept a theme that most everyone can relate to, such as money and finances, there would appear to be a recipe for a potentially popular new product!

With this in mind, the **Money Game** has been conceived. The **Money Game's** rules of gameplay are straightforward and easy to understand. The **Money Game** will can also be enjoyed by players of virtually all ages. Additionally, the product will be easily portable, allowing it to be played in essentially any location.

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

Mr. Babilonia now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the golf accessories industry are currently being targeted as candidates to eventually commercialize the **Money Game** on a worldwide basis.

In March 2013, Mr. Babilonia contracted product management services leader Innovation Direct™ to represent the **Money Game** 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 **Money Game** 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.