

# INNOVATION DIRECT™

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## *Walkabye Invention In Search of Licensee*

An innovative new product designed to serve as an eye-catching toy that offers an unprecedented combination of features, the **Walkabye**, has been developed by Michael Owens of Chicago, Illinois. The invention's multiple versions allow it to be enjoyed in both indoor and outdoor settings.

It sometimes appears as if the seemingly never-ending progression of technology in our society is rendering certain activities obsolete. One common example is the considerable reduction in children engaging in traditional physical play due to the vast attraction of today's life-like video games and multi-functional cell phones. This gradual extinction of consistent exercise appears to be significantly contributing to a concerning rise in childhood obesity. Considering this disturbing trend, it is likely that any new product that can seamlessly blend some of the benefits of current technological advances with healthy and fun physical exertion will be viewed with great interest.

With this in mind, the **Walkabye** has been conceived. The **Walkabye's** proprietary design renders it a unique toy that will captivate children and that allows for a degree of customization. Furthermore, the **Walkabye** will teach and encourage fair play among its participants. It will also be thoroughly safe for children of all ages. Additionally, the **Walkabye** will offer an opportunity for exercise, thereby helping to promote health and curb obesity. As an added benefit, the **Walkabye** will be competitively priced, adding to its appeal.

The **Walkabye** is also currently in Patent Pending status with the United States Patent and Trademark Office.

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

In August 2013, Mr. Owens contracted product management services leader Innovation Direct™ to represent **Walkabye** 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 **Walkabye** 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).