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Erica Bottle Top Invention In Search of Licensee

An innovative new product designed to address a common health-related concern for parents and caregivers of infants, the ***Erica Bottle Top***, has been developed by Eric Kumah of Smyrna, Tennessee. The product’s unique design provides an instant and safe method through which to provide babies with purified drinking water.

Perhaps no one frets more about bacteria and germ transmission than the parent or caregiver of a small child, particularly those who have infants in their care. There is often a great deal of care taken in the home environment to insure that anything that the baby comes into contact with is properly sterilized. However, the situation becomes a bit more challenging once parent and child hit the road. In these situations, there is a much greater chance of entering into environments where the ideal level of protection may not always be easily accessible at a moment’s notice, such as when the baby becomes thirsty.

With this problem in mind, the ***Erica Bottle Top*** has been conceived. The ***Erica Bottle Top*** will be conveniently portable to any location. It will provide priceless peace of mind to parents and caregivers. Additionally, it eliminates the chances of germ and bacteria transmission when providing babies with drinking water and will be competitively priced, adding to its appeal.

The inventor of the ***Erica Bottle Top*** has also developed a working prototype that he has utilized with success. Additionally, the ***Erica Bottle Top*** is in patent pending status with the United States Patent and Trademark Office.

Mr. Kumah 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 ***Erica Bottle Top*** on a worldwide basis.

In October 2012, Mr. Kumah contracted product management services leader Innovation Direct™ to represent the ***Erica Bottle Top*** 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 ***Erica Bottle Top*** 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.