

# INNOVATION DIRECT™

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## *Little Daddy's Porta Jon Invention In Search of Licensee*

An exciting new product designed to provide male children with an innovative and functional accessory, the ***Little Daddy's Porta Jon***, has been developed by Ramon Fuentes of Grants, New Mexico. The invention's unique design renders it a fun and eye-catching product that will appeal to both parents and children.

The ***Little Daddy's Porta Jon*** allows male children to potty train in a way that parallels traditional male urinating position. The product will be easy and comfortable to use and conveniently lightweight. Additionally, the ***Little Daddy's Porta Jon*** will be fabricated from durable materials, making it a wise investment. It will also be competitively priced, adding to its appeal.

The ***Little Daddy's Porta Jon*** is in Patent Pending status within the United States Patent and Trademark Office.

Mr. Fuentes now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize the ***Little Daddy's Porta Jon*** on a worldwide basis.

In June 2013, Mr. Fuentes contracted product management services leader Innovation Direct™ to represent the ***Little Daddy's Porta Jon*** 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 ***Little Daddy's Porta Jon*** 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).