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Ward Feeding Tray Invention In Search of Licensee

An innovative new product designed to effectively address common problems related to the feeding of very young children, the ***Ward Feeding Tray***, has been developed by Aaron Ward of Honolulu, Hawaii. The invention’s unique design provides parents and caregivers with an effective and efficient teaching tool for toddlers.

The ***Ward Feeding Tray***’s proprietary features enable it to minimize the mess associated with children during the stage in which they are learning to eat independently. The product will be easily portable, allowing children to eat within close proximity to the rest of their family members. Additionally, the ***Ward Feeding Tray*** will provide parents and caregivers greater confidence when trying to train their children to eat on their own. Furthermore, it will save parents and caregivers a great deal of the time and stress associated with cleaning up feeding time messes. The ***Ward Feeding Tray*** will also be competitively priced, adding to its appeal.

The ***Ward Feeding Tray*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Ward 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 feeding products industry are currently being targeted as candidates to eventually commercialize the ***Ward Feeding Tray*** on a worldwide basis.

In August 2013, Mr. Ward contracted product management services leader Innovation Direct™ to represent the ***Ward Feeding Tray*** 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 ***Ward Feeding Tray*** 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.