

# INNOVATION DIRECT™

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## *Zzzz Strap Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem for babies when riding in a car seat, the *Zzzz Strap*, has been developed by Gwendolyn Tucker of McKenney, Virginia. The invention's unique design allows it to provide stability to the head of the child when sleeping in an upright position, eliminating the bobbing and leaning forward that is often seen.

The *Zzzz Strap* will be easy to install on any car seat. Additionally, the *Zzzz Strap* will be thoroughly comfortable and safe for the baby to utilize. Furthermore, the terrycloth fabric it is composed of allows the *Zzzz Strap* to adapt seamlessly to both hot and cold weather. The product will also be cost effectively priced, adding to its appeal.

The inventor of the *Zzzz Strap* has also developed a working prototype that has been utilized with success. The *Zzzz Strap* is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Tucker now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the baby products industry are currently being targeted as candidates to eventually commercialize the *Zzzz Strap* on a worldwide basis.

In October 2013, Mrs. Tucker contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Zzzz Strap* 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 World of Concrete 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 *Zzzz Strap* 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).