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Connell Specialty Baby Seat Invention In Search of Licensee

An innovative new product designed to provide convenience to parents and caregivers, the ***Connell Specialty Baby Seat***, has been developed by Mary J. Connell of Philadelphia, Pennsylvania. The invention's unique design provides its users with a reliable safety seat for babies that also offers considerable convenience.

The ***Connell Specialty Baby Seat*** will save its users the hassle of dealing with conventional car seats. The product eliminates the time and effort involved in constantly transporting a conventional baby seat. Additionally, the ***Connell Specialty Baby Seat*** will be easy to implement in virtually any vehicle. Furthermore, the ***Connell Specialty Baby Seat*** will be made from durable and reliable materials, making it a wise investment. It will also be competitively priced, adding to its appeal.

The inventor of the ***Connell Specialty Baby Seat*** 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 ***Connell Specialty Baby Seat*** on a worldwide basis.

In November 2013, Mrs. Connell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Connell Specialty Baby Seat*** 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 ***Connell Specialty Baby Seat*** 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.