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Bath Buddy Invention In Search of Licensee

An innovative new product designed to provide children with a functional yet fun bath time accessory, the **Bath Buddy**, has been developed by Valeria Hopson of Hazelwood, Missouri. The invention's unique design provides little ones with a variety of entertainment options upon each use.

The **Bath Buddy**, through its proprietary features, makes bath time entertaining and soothing for infants and toddlers. The product will save parents and caregivers the hassle and frustration of dealing with a fussy child at bathing time. Additionally, the **Bath Buddy** will be thoroughly safe and comfortable for small children to utilize. Furthermore, the **Bath Buddy** will be compact, lightweight, and easy to store when not in use and competitively priced, adding to its appeal.

The inventor of the **Bath Buddy** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize the **Bath Buddy** on a worldwide basis.

In September 2013, Mrs. Hopson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Bath Buddy** 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 **Bath Buddy** 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.