

INNOVATION DIRECT™

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Demchak Toy Invention In Search of Licensee

An innovative new product designed to entertain and delight young children, the ***Demchak Toy***, has been developed by Michael Demchak of Wheeling, West Virginia. The invention's unique design enables it to capture the attention of its users while also encouraging them to engage in healthy physical activity.

The ***Demchak Toy*** will be easy to begin playing with immediately, requiring no special set-up. The product will be thoroughly safe for use by children as young as toddler age. Additionally, the ***Demchak Toy*** will provide parents and caregivers with both peace of mind and the ability to complete other tasks while their children are entertained. Furthermore, the ***Demchak Toy*** will lend itself well to parental participation, thereby encouraging quality family time. Moreover, it will be competitively priced, adding to its appeal.

The ***Demchak Toy*** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Demchak Toy*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the toy products industry are currently being targeted as candidates to eventually commercialize the ***Demchak Toy*** on a worldwide basis.

In October 2013, Mr. Demchak contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Demchak Toy*** 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 ***Demchak Toy*** 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.