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Magic Car Invention In Search of Licensee

An innovative and eye-catching new product designed to be enjoyed by both babies and toddlers, the ***Magic Car***, has been developed by Enrique Rodriguez of Gilroy, California. The invention's unique design provides very young children with a multi-functional toy that is sure to capture their attention for extended periods.

The ***Magic Car*** is designed to accommodate the integration of popular consumer electronics devices that will make its overall use more entertaining. The product will be thoroughly safe to use and will offer a wheel lock feature. Additionally, the ***Magic Car*** will adapt easily for use by smaller children that still use car seats when riding in actual cars. Furthermore, the ***Magic Car*** will be made available in styles to appeal to both boys and girls and can serve as an effective aid in lulling very small children to sleep. The product will also be competitively priced, adding to its appeal.

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

The inventor of the ***Magic Car*** 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 products industry are currently being targeted as candidates to eventually commercialize the ***Magic Car*** on a worldwide basis.

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