

INNOVATION DIRECT™

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Praise Ball Invention In Search of Licensee

A simple yet innovative new product designed to both entertain and educate children, the ***Praise Ball***, has been developed by Sheila Ivey of Las Vegas, Nevada. The invention's unique design allows children to enjoy physical activity while also being exposed to positive messages.

The ***Praise Ball*** promotes better health by encouraging children to play outside and reap the benefits of sunshine and fresh air. The product will be lightweight and easy to transport to any outing or park. Additionally, the ***Praise Ball*** promotes both physical and spiritual wellbeing. Furthermore, it will be competitively priced, adding to its appeal.

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

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

In October 2013, Mrs. Ivey contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Praise Ball*** 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 ***Praise Ball*** 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.