

# INNOVATION DIRECT™

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## *Pillow Pocket Pal Invention In Search of Licensee*

An innovative new product that puts a highly functional twist on a widely used household item, the ***Pillow Pocket Pal***, has been developed by Diane Cohen of Bedford, Massachusetts. The invention's unique design allows a standard pillow to serve as a handy organizational and storage tool.

The ***Pillow Pocket Pal*** easily stores a wide variety of items, including eyeglasses, remote control units, and cell phones, among others. Additionally, it eliminates the hassle of not having needed items in an easily identifiable location. Furthermore, the ***Pillow Pocket Pal*** saves the time and frustration of looking for misplaced personal effects. Moreover, it is equally ideal for a number of different consumer segments, including children, college students, and campers. It is also competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor has manufactured units of the ***Pillow Pocket Pal*** that has been selling with success. The ***Pillow Pocket Pal*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Cohen now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the pillow products industry are currently being targeted as candidates to eventually commercialize the ***Pillow Pocket Pal*** on a worldwide basis.

In March 2014, Mrs. Cohen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pillow Pocket Pal*** 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 ***Pillow Pocket Pal*** 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](mailto:MR@innovationdirectonline.com).