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Snuggalug Invention In Search of Licensee

An innovative and effective new product targeted at parents and caregivers of infants, the ***Snuggalug***, has been developed by Farheen Sattar of Pembroke Pines, Florida. The invention's unique design renders it a safe and comfortable method through which to show a baby to visitors.

The ***Snuggalug***'s proprietary features help it to reduce the chances of Sudden Infant Death Syndrome by eliminating the need for a blanket when used in a crib or bassinet. The product's accompanying pillow helps prevent “flat head syndrome” in babies. Additionally, the ***Snuggalug*** will be made from organic and durable materials, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The inventor of the ***Snuggalug*** has developed a prototype that has been utilized with success. The ***Snuggalug*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In January 2014, Mrs. Sattar contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Snuggalug*** 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 ***Snuggalug*** 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.