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### *Baby Stand Invention In Search of Licensee*

An innovative new product designed to greatly simplify a common task for new parents, the ***Baby Stand***, has been developed by Cynthia Trevino of Hebron, Indiana. The invention's unique design provides parents and caregivers with priceless time to devote to other matters while insuring that an essential task related to a baby's care is effectively addressed.

The ***Baby Stand*** will be easy to implement and begin using. The product will insure that a bottle is secure and within easy reach of a baby at feeding time. Additionally, the ***Baby Stand*** will be conveniently adjustable for ideal height. Furthermore, it will increase a parent or caregiver's productivity around the home significantly by freeing up both of their hands at feeding time. The ***Baby Stand*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Baby Stand*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Trevino 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 ***Baby Stand*** on a worldwide basis.

In March 2014, Mrs. Trevino contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Baby Stand*** 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 ***Baby Stand*** 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).