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Play-N-Go Invention In Search of Licensee

An innovative new product that represents a highly functional twist on a conventional stroller, the ***Play-N-Go***, has been developed by Johnny Clark of Clinton, Tennessee. The invention's unique design provides its users with a multi-use baby transport device that will address a number of different needs.

The ***Play-N-Go*** allows for children to be entertained while on the go. The product's proprietary features, including a railing and netting, help insure the safety of the children within it. Additionally, the ***Play-N-Go*** boasts all-terrain wheels, rendering it capable of successfully traversing various surfaces. Furthermore, it is conveniently foldable and storable when not in use. Moreover, the ***Play-N-Go*** successfully entertains children for extended periods while parents and caregivers shop. It is also made from durable materials and competitively priced, adding to its appeal and making it a wise investment.

The ***Play-N-Go*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Clark now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the baby products industry are currently being targeted as candidates to eventually commercialize the ***Play-N-Go*** on a worldwide basis.

In February 2014, Mr. Clark contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Play-N-Go*** 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 ***Play-N-Go*** 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.