

INNOVATION DIRECT™

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Feed Me Easy Invention In Search of Licensee

An innovative new product designed to serve as a highly functional tool for mothers of very young children, the ***Feed Me Easy***, has been developed by Rashida Parris-Russell, based out of Milton, Ontario, Canada and Fort Lauderdale, Florida. The invention's unique design allows for unparalleled ease when breast feeding a baby on the go.

The ***Feed Me Easy*** allows mothers to easily multi-task while still providing the benefit of breast feeding. The product is easily adjustable to insure maximum comfort for both baby and mother. Additionally, its proprietary features insure the privacy of mother while feeding. Furthermore, the ***Feed Me Easy*** is easily collapsible and storable when not in use. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mrs. Parris-Russell 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 ***Feed Me Easy*** on a worldwide basis.

In February 2014, Mrs. Parris-Russell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Feed Me Easy*** 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 ***Feed Me Easy*** 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.