

# INNOVATION DIRECT™

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## *Curtis Baby Jones Invention In Search of Licensee*

An innovative new product targeted at parents and caregivers of young children, the ***Curtis Baby Jones***, has been developed by Robert C. Jones of Half Way, Missouri. The invention's unique design enables it to offer comfort and safety for children when traveling in a vehicle.

The ***Curtis Baby Jones***'s proprietary features allow it to effectively address a common problem related to children sitting in a car seat for extended periods. The product is thoroughly comfortable and safe. Additionally, the ***Curtis Baby Jones*** provides peace of mind to the parent or caregiver driving the vehicle. Furthermore, it is easy and straightforward to implement. Moreover, the ***Curtis Baby Jones*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Jones 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 ***Curtis Baby Jones*** on a worldwide basis.

In May 2014, Mr. Jones contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Curtis Baby Jones*** 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 ***Curtis Baby Jones*** 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).