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The Watson Specialty Pacifier Invention In Search of Licensee

An innovative new twist on an essential baby accessory, the ***Watson Specialty Pacifier***, has been developed by Joy Watson of McDonough, Georgia. The invention's unique design provides babies and very young children with an attractive alternative to a conventional pacifier.

The ***Watson Specialty Pacifier*** proprietary features will encourage babies to keep a pacifier in their mouths for longer periods. The product saves parents the hassle and stress of dealing with a baby who repeatedly spits out their pacifier. Additionally, it will be made available in a variety of options to suit as many tastes as possible. Furthermore, the ***Watson Specialty Pacifier*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Watson Specialty Pacifier*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Watson 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 ***Watson Specialty Pacifier*** on a worldwide basis.

In May 2014, Mrs. Watson contracted Miami, Florida-based product management services leader ***Innovation Direct***™ to represent the ***Watson Specialty Pacifier*** 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 ***Watson Specialty Pacifier*** 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.