



The Busy Body Invention In Search of Licensee

An innovative new product that effectively addresses the needs of a certain segment of the medically needy population, the ***Busy Body***, has been developed by John O. Shell of North Chesterfield, Virginia. The invention's unique design insures that patients suffering from conditions such as dementia and Alzheimer's disease are kept productive and engaged.

The ***Busy Body*** helps to prevent cases of patients wandering off and becoming lost. The product can help medical centers and care facilities reduce staffing costs by keeping patients busy and reducing the amount of personnel and frequency required for monitoring. Additionally, the ***Busy Body*** assists in boosting self-esteem and self-worth in patients. Furthermore, it provides priceless peace of mind to loved ones and caregivers of those suffering from mental conditions involving confusion and disorientation. Moreover, the ***Busy Body*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mr. Shell now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the medical accessories industry are currently being targeted as candidates to eventually commercialize the ***Busy Body*** on a worldwide basis.

In June 2014, Mr. Shell contracted Miami, Florida-based product management services leader *Innovation Direct*™ to represent the ***Busy Body*** 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 ***Busy Body*** 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.