



### *The CC Diaper Invention In Search of Licensee*

An innovative and functional new twist on a widely used product, the ***CC Diaper***, has been developed by Jaime Frand of Far Rockaway, New York. The invention's unique design enhances the utility and comfort of a conventional diaper.

The ***CC Diaper*** is easy to put on a baby or older individual and thoroughly comfortable to wear. The product offers flushable and fully biodegradable components, making it environmentally friendly. Additionally, the ***CC Diaper***'s proprietary features help insure easy clean-up of the user of the diaper. Furthermore, the ***CC Diaper*** saves time for the parent or caregiver and eliminates the unpleasantness associated with conventional diapers. Moreover, it will be competitively priced and is made from durable, moisture absorbing materials, adding to its appeal and making it a wise investment.

The ***CC Diaper*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Frand now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the diaper products industry are currently being targeted as candidates to eventually commercialize the ***CC Diaper*** on a worldwide basis.

In June 2014, Mr. Frand contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***CC Diaper*** 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 ***CC Diaper*** 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).