



“Our Success is Patented™”

Figuccio Baby Seat Invention In Search of Licensee

An innovative new product designed to prevent an unspeakable but prevalent tragedy, the ***Figuccio Baby Seat***, has been developed by Antonio Figuccio of Lawrence, Massachusetts. The invention's unique design helps insure that adults are always aware when there is a baby in their vehicle.

The ***Figuccio Baby Seat*** will provide its users with an unmistakable and clearly audible signal warning them of a child's presence. Additionally, it will be easy to implement in any vehicle. Furthermore, the ***Figuccio Baby Seat*** will provide priceless peace of mind and potentially save countless lives. It will also not require any additional effort or expertise from the user in order to operate successfully. Moreover, the product will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

Mr. Figuccio 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 ***Figuccio Baby Seat*** on a worldwide basis.

In February 2014, Mr. Figuccio contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Figuccio Baby Seat*** 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 ***Figuccio Baby Seat*** 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.