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The Carrier Base Invention In Search of Licensee

An innovative and highly functional new twist on an essential and widely used baby accessory, the **Carrier Base**, has been developed by William Johnson of Red Cloud, Nebraska. The invention's unique design provides its users with a diverse and multi-purpose infant car seat.

The **Carrier Base** is designed to fit comfortably and securely in a standard shopping cart. The product is easily and safely reclinable, offering added comfort for babies. Additionally, the **Carrier Base's** proprietary features enable it to offer handy storage space for other necessary items. Furthermore, it provides parents and caregivers both peace of mind and convenience. Moreover, the **Carrier Base** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Johnson 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 **Carrier Base** on a worldwide basis.

In July 2014, Mr. Johnson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Carrier Base** 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 **Carrier Base** 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.