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Roll-A-Word Invention In Search of Licensee

An innovative new game product that is both entertaining and educational, the ***Roll-A-Word***, has been developed by Gary Caffrey of Cobleskill, New York. The invention's unique design provides its participants with enhancement of vocabulary and spelling skills in a fun way.

The ***Roll-A-Word*** boasts easy to understand rules of game play. The product keeps participants entertained for extended periods in a healthy and safe manner. Additionally, the ***Roll-A-Word*** offers an ideal mix of challenge and diversion. Furthermore, the ***Roll-A-Word*** encourages children to learn and can offer positive residual benefits in the form of improved school performance. Moreover, it will be competitively priced, adding to its appeal.

The ***Roll-A-Word*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Caffrey now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the toy and game accessories industry are currently being targeted as candidates to eventually commercialize the ***Roll-A-Word*** on a worldwide basis.

In May 2014, Mr. Caffrey contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Roll-A-Word*** 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 ***Roll-A-Word*** 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.