



Salisbury Bottle Holder Invention In Search of Licensee

An innovative and handy new product designed to effectively address a common problem for parents and caregivers of very young children, the ***Salisbury Bottle Holder***, has been developed by Dakota Salisbury of Biloxi, Mississippi. The invention's unique design insures that a baby is fed while the adult taking care of them performs other tasks simultaneously.

The ***Salisbury Bottle Holder*** offers the unprecedented convenience of being useable in any location, even away from home. The product saves considerable time for parents and caregivers by facilitating multi-tasking while feeding. Additionally, the ***Salisbury Bottle Holder*** can be of particular value when attempting to feed multiple children at once. Furthermore, it will be thoroughly comfortable and safe for use. Moreover, the ***Salisbury Bottle Holder*** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Salisbury Bottle Holder*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Salisbury 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 ***Salisbury Bottle Holder*** on a worldwide basis.

In August 2014, Mr. Salisbury contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Salisbury Bottle Holder*** 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 ***Salisbury Bottle Holder*** 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.