

# INNOVATION DIRECT™

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## *I’m Still Here Baby Seat Invention In Search of Licensee*

An innovative new product designed to help prevent senseless tragedies related to babies, the *I’m Still Here Baby Seat*, has been developed by Robert R. Maroney of Longview, Texas. The invention's unique design provides parents and caregivers with a highly reliable method of keeping their little ones safe while out on the road.

The *I’m Still Here Baby Seat* insures that adults operating a vehicle are always aware of a baby remaining in a car seat before exhibiting their vehicles. The product utilizes both visual and audible signals to insure that adults are alerted of the child’s presence. Additionally, the *I’m Still Here Baby Seat* provides priceless peace of mind and protection. Furthermore, it virtually eliminates the chances of a baby becoming permanently injured or dying due to being inadvertently left in a hot vehicle for an extended period. Moreover, the *I’m Still Here Baby Seat* will also be competitively priced, adding to its appeal.

The *I’m Still Here Baby Seat* is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Maroney now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the baby safety products industry are currently being targeted as candidates to eventually commercialize the *I’m Still Here Baby Seat* on a worldwide basis.

In April 2014, Mr. Maroney contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *I’m Still Here 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 *I’m Still Here 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](mailto:MR@innovationdirectonline.com).