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Strollathon Invention In Search of Licensee

An innovative new product designed as a functional and appealing new twist on a widely used baby product, the **Strollathon**, has been developed by Wilbert Jean of Dover, Delaware. The invention's unique design provides its users with a high quality stroller that is capable of easily navigating virtually any terrain.

The **Strollathon's** proprietary features offer additional amenities to keep parents entertained while utilizing it. The product saves its users a great deal of the strain and hassle of trying to maneuver a conventional stroller over different surfaces. Additionally, it is dependable and easy to use, making it an essential for parents everywhere. Furthermore, the **Strollathon** is conveniently lightweight, making it easily portable to any location. Moreover, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

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

Mr. Jean 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 **Strollathon** on a worldwide basis.

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