

# INNOVATION DIRECT

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## *The Car-Stroll Invention In Search of Licensee*

An innovative new improvement on a widely used and essential baby product, the ***Car-Stroll***, has been developed by Isiah Howard of Upper Marlboro, Maryland. The invention's unique design provides a conventional baby stroller with valuable and convenient functionality.

The ***Car-Stroll***'s proprietary features enable it to remove all of the strain and exertion involved in pushing a stroller. The product promotes the health and well-being of parents and caregivers by facilitating the use of a stroller. Additionally, the ***Car-Stroll*** allows the adults to walk or run at whatever pace they desire with complete peace of mind that the stroller will not fall or tip in any way. Furthermore, its additional features and components enable the user to fully supervise the child at all times. Moreover, the ***Car-Stroll*** will be made available in a variety of colors and designs to suit individual tastes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise long-term investment.

Mr. Howard 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 ***Car-Stroll*** on a worldwide basis.

In June 2014, Mr. Howard contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Car-Stroll*** 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 ***Car-Stroll*** 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).