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## *Infant Stroller and Auto Motif Invention In Search of Licensee*

An innovative and fun new twist on a widely used baby product, the ***Infant Stroller and Auto Motif***, has been developed by Darryl Chandler of Halifax, Virginia. The invention's unique appearance renders it an eye-catching yet fully functional stroller.

The ***Infant Stroller and Auto Motif*** is designed to resemble a race car in the front, making it visually appealing to children who might otherwise resist getting into a stroller. The product boasts a number of personal comfort components and features for the child, including a vibrating seat, a detachable umbrella and sunroof, bottle warmer and holder, and radio and CD player. Additionally, the ***Infant Stroller and Auto Motif*** saves parents and caregivers the considerable aggravation and hassle normally involved in dealing with a child who is reluctant to ride in a stroller. Furthermore, it features a convenient tray for food and will be thoroughly safe and comfortable for a child. Moreover, the ***Infant Stroller and Auto Motif*** will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Infant Stroller and Auto Motif*** is also the subject of **Design Patent D643, 347 S** within the United States Patent and Trademark Office.

Mr. Chandler 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 ***Infant Stroller and Auto Motif*** on a worldwide basis.

In August 2014, Mr. Chandler contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Infant Stroller and Auto Motif*** 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 ***Infant Stroller and Auto Motif*** 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).