



Belly Bed Invention In Search of Licensee

An innovative and highly useful new maternity product, the **Belly Bed**, has been developed by Michael Thomas of Bronx, New York. The invention's unique design enables it to provide pregnant women with unprecedented comfort when lying and sleeping on their stomach.

The **Belly Bed** will be instrumental in allowing pregnant women to enjoy a better quality of sleep. The product is thoroughly comfortable, safe to utilize, and will offer its users complete remote control of its functions. Additionally, the **Belly Bed**'s proprietary materials and features allow it to seamlessly adjust to every stage of a woman's pregnancy. Furthermore, the residual benefits it provides helps improve a woman's physical health and stamina overall during pregnancy. Moreover, the **Belly Bed** will also be competitively priced and made from durable materials, adding to its appeal.

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

Mr. Thomas now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the maternity products accessories industry are currently being targeted as candidates to eventually commercialize the **Belly Bed** on a worldwide basis.

In November 2014, Mr. Thomas contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Belly Bed** 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 **Belly Bed** 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.