



The Instant Infant Invention In Search of Licensee

An innovative and highly useful new product designed for babies between 3 and 9 months of age the ***Instant Infant***, has been developed by Ron Baker of Baton Rouge, Louisiana. The invention's unique design greatly facilitates the task of bottle feedings.

The ***Instant Infant***'s proprietary features enable it to closely mimic the motion of a human arm. The product is capable of rotating to optimize the orientation of the bottle. Additionally, the ***Instant Infant*** is lightweight, portable, and easy to use. Furthermore, it saves parents and caregivers a great deal of time by eliminating the need to have them hold the bottle for the infant. Moreover, the ***Instant Infant*** will be competitively priced and made from highly durable materials, adding to its appeal. It should also be noted that the product's aforementioned proprietary and instrumental features were the result of intense collaboration between the inventor and the Engineering Design Department of Louisiana State University, which performed extensive research on the matter.

The inventor of the ***Instant Infant*** has developed a working prototype that has been utilized with success. The ***Instant Infant*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. Baker 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 ***Instant Infant*** on a worldwide basis.

In October 2014, Mr. Baker contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Instant Infant*** 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 ***Instant Infant*** 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.