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The Baby Rocker Invention In Search of Licensee

An innovative new product designed to serve as a highly valuable and functional accessory for parents and caregivers of infants, the **Baby Rocker**, has been developed by Arturo J. Downs of Woodbridge, Virginia. The invention's unique design provides those caring for a baby with a convenient and safe way to soothe the infant when necessary.

The **Baby Rocker's** proprietary features enable it simulate human-like contact, allow it to play an instrumental role in calming a baby quickly and efficiently. The product frees up time and energy for those caring for babies to tend to other tasks. Additionally, the **Baby Rocker** eliminates the considerable frustration of trying to calm a fussy baby through conventional methods. Furthermore, the **Baby Rocker** is thoroughly safe for use, providing priceless peace of mind. Moreover, it will be competitively priced and made from durable plastic and cloth, adding to its appeal.

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

Mr. Downs 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 **Baby Rocker** on a worldwide basis.

In December 2014, Mr. Downs contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Baby Rocker** 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 **Baby Rocker** 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.