

# INNOVATION DIRECT

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## *The ECO Baking Bag Invention In Search of Licensee*

An innovative and highly useful new food preparation and storage accessory, the **ECO Baking Bag**, has been developed by Norkhairani Baharuddin of Strongsville, Ohio. The invention's unique design enables it to serve as a disposable steam and baking cooking vessel for a wide variety of foods.

The **ECO Baking Bag** effectively steams fruits, vegetables, poultry, and meat. The product is thoroughly eco-friendly. Additionally, the **ECO Baking Bag** works equally well for microwave or conventional oven cooking. Furthermore, it produces highly healthy meals due to the fact that very little oil is necessary. Moreover, the **ECO Baking Bag** saves significant time by reducing the amount of cooking/baking wares to be washed and its proprietary features allow it to serve valuable purposes beyond those related to food, such as functioning as inexpensive gift bags. It will also be competitively priced and made from sturdy and biodegradable materials, adding to its appeal.

The **ECO Baking Bag** is also currently in Patent Pending status within the United States Patent and Trademark Office.

Ms. Baharuddin now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the food preparation and storage accessories industry are currently being targeted as candidates to eventually commercialize the **ECO Baking Bag** on a worldwide basis.

In November 2014, Ms. Baharuddin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **ECO Baking Bag** 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 **ECO Baking Bag** 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).