

# INNOVATION DIRECT

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## *The Disposable Baby Drip Cloth Invention In Search of Licensee*

A simple yet highly useful new product targeted at parents and caregivers of babies, the ***Disposable Baby Drip Cloth***, has been developed by inventor Artenia J. Jones of Tallahassee, Florida. The invention's unique design enables it to effectively address a common problem related to the changing of babies away from home.

The ***Disposable Baby Drip Cloth*** insures a thoroughly sanitary surface on which to lay a baby. The product prevents potential transmissions of germs and bacteria to babies. Additionally, the ***Disposable Baby Drip Cloth*** provides parents and caregivers with priceless peace of mind. Furthermore, the ***Disposable Baby Drip Cloth*** will be made available in a wide range of colors and patterns. Moreover, it will be competitively priced and made from comfortable and safe materials, adding to its appeal.

The ***Disposable Baby Drip Cloth*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Jones now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the baby products industry are currently being targeted as candidates to eventually commercialize the ***Disposable Baby Drip Cloth*** on a worldwide basis.

In January 2015, Mrs. Jones contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Disposable Baby Drip Cloth*** 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 ***Disposable Baby Drip Cloth*** 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).