



The Alford Blanket Invention In Search of Licensee

An innovative new product designed to serve an important function for babies, the ***Alford Blanket***, has been developed by inventor Arthur Alford, III of Ripley, Tennessee. The invention's unique design provides parents and caregivers with a comfortable and safe product that will produce a better sleep environment for babies.

The ***Alford Blanket***'s proprietary features enable it to serve as an effective bacteria and germ shield. The product offers unprecedented audible comfort to infants that helps insure a certain level of relaxation and tranquility. Additionally, the ***Alford Blanket*** features a spill-resistant, washable outside cover. Furthermore, the ***Alford Blanket***'s insulation allows for the preservation of the body temperature of the baby. Moreover, it will be made available in a variety of colors to suit both genders of babies. The ***Alford Blanket*** will also be competitively priced and made from durable materials, adding to its appeal.

The ***Alford Blanket*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mr. Alford 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 ***Alford Blanket*** on a worldwide basis.

In February 2015, Mr. Alford contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Alford Blanket*** 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 ***Alford Blanket*** 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.