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The Rock-A-Bye Baby Invention In Search of Licensee

An innovative and highly useful new product targeted at parents and caregivers of infants, the ***Rock-A-Bye Baby***, has been developed by inventor Qubina Duncan of Washington, DC. The invention's unique design provides its users with a versatile and multi-functional crib that addresses a number of important needs.

The ***Rock-A-Bye Baby*** plays an instrumental role in helping to soothe a baby to sleep. It also provides a variety of additional benefits, including extra storage space. Additionally, the ***Rock-A-Bye Baby*** is thoroughly safe and comfortable. Furthermore, it is easy and straightforward to operate. Furthermore, it will be made available in baby-friendly tones. Moreover, the ***Rock-A-Bye Baby*** will be competitively priced and made from durable materials, adding to its appeal.

The ***Rock-A-Bye Baby*** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Duncan 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 ***Rock-A-Bye Baby*** on a worldwide basis.

In March 2015, Mrs. Duncan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Rock-A-Bye Baby*** 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 ***Rock-A-Bye Baby*** 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.