



### *The Memory Maker Invention In Search of Licensee*

An innovative new product designed to significantly enhance the personal touch of any celebration, the **Memory Maker**, has been developed by Contessa Tyler of Louisville, Kentucky. The invention's unique design and features enable a celebrant to enjoy the greetings and affection of a loved one who is not present.

The **Memory Maker** helps alleviate the sadness of not having a treasured friend or family member attend an important occasion in person. The product features a wide array of different designs that will be suitable for consumers of different ages. Additionally, the **Memory Maker** can be easily tailored to a variety of different celebratory occasions. Furthermore, the **Memory Maker's** potential added features would leverage modern technology to allow its users to enjoy an added level of customization. Moreover, it will be competitively priced, adding to its appeal.

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

Mrs. Tyler now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the cake accessories industry are currently being targeted as candidates to eventually commercialize the **Memory Maker** on a worldwide basis.

In October 2014, Mrs. Tyler contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Memory Maker** 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 **Memory Maker** 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).