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LolleeTops Invention In Search of Licensee

An innovative new product targeted at parents and caregivers of infants, the **LolleeTops**, has been developed by inventor Hikema Peterson of Philadelphia, Pennsylvania. The invention's unique design insures that a common problem related to the cleanliness of baby bottles is effectively addressed.

The **LolleeTops**' proprietary features insure that bottle nipples are kept clean and germ-free. The product can help prevent potential illness and infections in babies. Additionally, the **LolleeTops** provide priceless peace of mind to parents and caregivers. Furthermore, they can be used with differently-sized bottles equally well. Moreover, the **LolleeTops** will be competitively priced and made from durable materials, adding to its appeal.

The inventor of the **LolleeTops** has developed a working prototype that has been utilized with success. The **LolleeTops** is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Mrs. Peterson 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 **LolleeTops** on a worldwide basis.

In March 2015, Mrs. Peterson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **LolleeTops** 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 **LolleeTops** 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.