

NoBob, The Safest, Most Comfortable, Child-Friendly Head Support, Receives United States Patent

The revolutionary way to keep children from head-bobbing when napping in a car seat, follows Kickstarter success with Patent Announcement.

CHICAGO ([PRWEB](#)) July 05, 2016 -- BobStop, LLC is pleased to announce the issuance of United States Patent 9,371,018 to Didi Friedman, inventor of the [NoBob](#) product. “This first patent is directed to various aspects of the NoBob product and recognizes the uniqueness and utility of the NoBob product.”

“We are thrilled that US patent & Trademark Office has recognized the uniqueness of the NoBob product by granting it patent protection,” said NoBob inventor Didi Friedman. “This is a huge milestone in our journey of bringing this product to market.”

And, there are more reasons to celebrate. NoBob’s successful crowdfunding campaign on [Kickstarter](#) just culminated with the project over 125% funded. Pre-orders at discounted prices for consumers are now available for a limited time on NoBob.com.

NoBob is named after its goal - to make sure there is ‘no bob’ when children are napping in the car. NoBob creator Didi Friedman experienced the problem firsthand when driving her children. She loved when they took naps, but as their heads bobbed to and fro, she became distracted and her focus was not on driving. She knew there had to be a simple solution to the problem, she just had to make it in a fun, kid-friendly package.

The federal government, local law enforcement and transportation safety advocates agree that distracted drivers represent the No. 1 cause of car accidents in the U.S. today. With NoBob, drivers can make sure their attention is solely on the road, eliminating a major distraction for drivers with small children. Safety is of the utmost importance for NoBob and the prototypes passed with flying colors at a government-certified crash test facility. Its design ensures a universal fit with any car seat or booster with a back.

NoBob is designed for young children to love like any other favorite stuffed animal. Irresistible, soft and adorable, kids look forward to getting in the car and putting on their NoBob. To make it even more fun and comfortable, a matching travel pillow was added. Worn together, the NoBob and travel pillow present the appearance of an adorable animal buddy embracing kids with a cuddly hug. It’s part costume, part stuffed animal but most of all, it’s a helpful new friend in the car.

For parents it's easy to install and adjust, easy to clean and safe to use, allowing children to sleep comfortably in the car, while adults can focus on the road. Designed to stay on the child's forehead while sleeping, it also prevents them from pulling it over their neck while awake.

NoBob is available now on: <http://www.nobob.com/>

About BobStop, LLC

BobStop, LLC was founded by a mother in Chicago who is reinventing the way children and adults nap while traveling. It focuses on ending the constant bobbing associated with sleeping in a sitting position. NoBob for Children is designed to universally fit on any front facing child car seat or booster with a back. With an easy to install design, it’s irresistible and comfortable for children, and keeps parents focused on the road instead of



worrying about their children's bobbing. With NoBob there's no more bobbing. United States Patent 9,371,018 was issued to Didi Friedman, inventor of the NoBob product in June of 2016. Other patent applications directed to the NoBob design and configuration are currently pending.



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