



Portable Fire Safety Slide Invention In Search of Licensee

An innovative new product designed to insure that its users can effectively escape a potentially fatal situation, the ***Portable Fire Safety Slide***, has been developed by Mary Darby of Philadelphia, Pennsylvania. The invention's unique design provides both safety and peace of mind with respect to being able to escape a fire.

Residential and business fires are much more prevalent than many realize, and claim countless lives each year. Particularly in apartment and office buildings, where flames and excessive amounts of smoke can quickly engulf customary escape routes such as doors and stairwells, the ability to escape a dangerous situation can quickly become compromised. In extreme situations, a person may be faced with having to take a dangerous leap out of a window as the only alternative to a potentially fatal situation.

The ***Portable Fire Safety Slide*** is designed to allow its users to escape safely from fires in a variety of structures, particularly homes and businesses. It will be designed to function efficiently for those with physical limitations, and will be made available to fit multiple window sizes. The product will be fabricated from fire resistant plastic or metal, and will offer a soft padding at the bottom that will effectively serve to break the fall of its users. The ***Portable Fire Safety Slide*** will also be conveniently portable, allowing it to be transported to different locations when necessary.

Mrs. Darby now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the fire safety products industry are currently being targeted as candidates to eventually commercialize ***Portable Fire Safety Slide*** on a worldwide basis.

In February 2012, Mrs. Darby contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Portable Fire Safety Slide*** 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Portable Fire Safety Slide*** 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.