



## ***Waters Information Shield Invention In Search of Licensee***

An innovative new product designed to protect one's vital information from identity thieves, the ***Waters Information Shield***, has been developed by Jacob Waters of Milledgeville, Georgia. The invention's unique design helps insure that any personal information residing within a person's wallet cannot be accessed remotely with a scanner.

In this era of advanced technology, virtual stealing of information has become quite an epidemic, leading to countless financial losses for many. One common practice has been the use of scanners to capture and store credit card numbers, personal information found on a passport, and other similarly identifying details. As economic conditions have worsened, this type of virtual thievery has only seemed to increase.

Through its proprietary features, the ***Waters Information Shield*** effectively blocks any attempts from scanners or other similar devices to read and subsequently capture personal information from credit cards, passports, and other items within the wallet or pocketbook of the user. It will provide priceless protection and peace of mind, making it of particular value to consumers in this day and age.

The ***Waters Information Shield*** will also be easily portable and unobtrusive within a wallet or pocketbook, an essential for its intended function. It will be durable and cost-effective as well, enhancing its overall appeal.

The inventor of the ***Waters Information Shield*** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal security accessories industry are currently being targeted as candidates to eventually commercialize the ***Waters Information Shield*** on a worldwide basis.

In September 2011, Mr. Waters contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Waters Information Shield*** 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 ***Waters Information Shield*** 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).