



### ***Bar-Bar T.V. Protector Invention In Search of Licensee***

An innovative and effective new product designed to protect precious consumer electronics commodities, the ***Bar-Bar T.V. Protector***, has been developed by Mark Austin and Nathan Wallace, Sr. of Philadelphia, Pennsylvania. The invention's unique design provides its users with an effective method of protecting television screens and computer monitors from damage.

Consumer electronics represent some of the more expensive personal items to replace in cases of damage. This, combined with their generally fragile nature, can result in them being quite an investment. Therefore, any product that can serve to effectively protect against instances of damage would be considered highly valuable.

Along these lines, the ***Bar-Bar T.V. Protector*** has been developed. The ***Bar-Bar T.V. Protector*** will save its users significant amounts of money by eliminating the potential for damage to these items. It will be easy to implement with virtually any size and model of television or computer screen. The ***Bar-Bar T.V. Protector*** will also be constructed from durable and formidable shock resistant and waterproof material. Furthermore, it will provide proper ventilation to prevent electronic components from overheating. Additionally, the ***Bar-Bar T.V. Protector*** will offer quick and easy installation.

Mr. Austin and Mr. Wallace now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the consumer electronics accessories industry are currently being targeted as candidates to commercialize the ***Bar-Bar T.V. Protector*** on a worldwide basis.

In May 2012, Mr. Austin and Mr. Wallace contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bar-Bar T.V. Protector*** 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 the ***Bar-Bar T.V. Protector*** 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).