



Carelock Car Indicator Invention In Search of Licensee

An innovative new product targeted at motorists worldwide, the ***Carelock Car Indicator***, has been developed by Ted Carelock of Bronx, New York. The invention's unique design provides drivers with a safe and clear method of communication with others on the road.

It is often cited that operating or riding in a motor vehicle is considerably more dangerous than traveling by airplane or any other mode of transportation. With so many vehicles out on the road, the factor of inclement weather, and the varying rates of speed that people drive at, it's no wonder the roadways are often the scene of horrific, and often fatal, accidents. Another undeniable factor in the unpredictability often encountered while driving is the difficulty in being able to ascertain the intentions of other motorists. Unexpected lane changes, turns, or sudden stops have been the cause of countless automobile accidents.

To address these types of problems, the ***Carelock Car Indicator*** has been developed. The ***Carelock Car Indicator*** will help prevent a number of potential accidents by alerting other drivers as to the user's intentions. The product will greatly reduce the chances of catastrophic accidents on the road. Additionally, it will be easy and unobtrusive for the driver to operate. The ***Carelock Car Indicator*** will also potentially save lives by allowing motorists to alert others when they are in distress and will be compatible with virtually any make or model of vehicle.

Mr. Carelock now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to commercialize the ***Carelock Car Indicator*** on a worldwide basis.

In April 2012, Mr. Carelock contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Carelock Car Indicator*** 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 ***Carelock Car Indicator*** 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.