



Guerrero Work Boots Invention In Search of Licensee

An innovative new product designed to bring unprecedented functionality to a standard work boot, the ***Guerrero Work Boots***, has been developed by Jose Guerrero of Salt Lake City, Utah. The invention's unique design enables its users to work more effectively and safely in poorly lit conditions.

Those who primarily labor in dimly lit environments, such as miners, have a number of different potential dangers to keep in mind while performing their work. The reality is that one false step or missed object in such a setting can lead to serious injury and in extreme cases, even death. While a flashlight or lantern can obviously go a long way towards preventing these types of incidents, carrying one takes up the use of one valuable hand, which is sometimes not an option.

With this in mind, the ***Guerrero Work Boots*** have been developed. The product will be comfortable and safe to wear. Its proprietary features allow for its users to have both hands free while traversing and working in a darkened area, such as a mine. Additionally, the ***Guerrero Work Boots*** will enable its users to focus their attention on other potential dangers in their environment. It will be instrumental in accident and injury prevention and will also be cost effectively priced, adding to its appeal.

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

In March 2012, Mr. Guerrero contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Guerrero Work Boots*** 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 ***Guerrero Work Boots*** 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.