



Safest Safety Bars and Windows Invention In Search of Licensee

An innovative new product designed to bring unprecedented and vital functionality to conventional safety bars, the ***Safest Safety Bars and Windows***, has been developed by Vernell Gipson of Morton, Mississippi. The invention's unique design enables its users to be able to enjoy the safety and security of safety bars while being free of the concern of them being an obstruction in case of emergencies.

Safety bars are designed to provide a priceless feeling and degree of safety and security from crimes such as burglary and vandalism. While they certainly serve this purpose well, these products can also have unintended negative and potentially deadly consequences, such as in the case of preventing escape during a fire or other emergency.

In an effort to address these types of issues, the ***Safest Safety Bars and Windows*** has been developed. The product will prevent serious injuries and save lives during events such as fires. Its proprietary features will enable a person to escape through a window in an emergency, regardless of the presence of the safety bars. Additionally, the ***Safest Safety Bars and Windows*** will provide thorough peace of mind. It will also allow its users multiple methods of negotiating them successfully.

Mr. Gipson now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the safety products industry are currently being targeted as candidates to eventually commercialize ***Safest Safety Bars and Windows*** on a worldwide basis.

In February 2012, Mr. Gipson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Safest Safety Bars and Windows*** 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 ***Safest Safety Bars and Windows*** 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.