



Wrist Alert Invention In Search of Licensee

An innovative new product sure to bring peace of mind to cruise passengers, the **Wrist Alert**, has been developed by Rashawn McQueen of Spotswood, New Jersey. The invention's unique design provides priceless tranquility to parents and caregivers while they and their children are on a cruise.

In recent years, there has been a concerning uptick in crimes committed on passenger ships. Several high profile cases, some of them even involving murder, have certainly given cause for considerable alarm. As a result, it seems like it has become much more difficult for a family with minor children to relax and truly enjoy the multitude of appealing amenities that a cruise ship typically offers, since parents have to find a way to achieve a safe balance between protecting their kids and allowing them sufficient freedom to enjoy themselves while on board.

In an effort to address these types of issues, the **Wrist Alert** has been developed. The product will help prevent potential catastrophes and tragedies at sea. Through the security it provides, the **Wrist Alert** enhances the enjoyment of a cruise for families with children. The **Wrist Alert** will be designed to provide clear and unequivocal information on the location of children at all times and will be unobtrusive to the enjoyment of any activities on a cruise ship.

Mr. McQueen now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the children's safety accessories industry are currently being targeted as candidates to commercialize the **Wrist Alert** on a worldwide basis.

In May 2012, Mr. McQueen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Wrist Alert** 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 **Wrist Alert** 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.