



### *The Drink Lock Invention In Search of Licensee*

An innovative and effective new product that addresses a common and potentially serious problem related to the consumption of carbonated beverages, the ***The Drink Lock***, has been developed by Kelvin Harris and James Jackson of Arlington, Texas. The invention's unique design provides its users with a solution to unauthorized use of or tampering with one's beverage.

It seems that in today's unpredictable world, we deal with more potential dangers than ever before. Situations and settings that previously would have been thought of as innocuous and safe now serve as the scene of an attempted crime, much to our society's continued amazement and chagrin. One common example of this type of situation is beverage tampering, where drugs or other substances are slipped into someone's unattended drink at a function, nightclub, or bar. This often leads to robbery, assault, or a number of other possible crimes.

In an attempt to address these problems, the ***The Drink Lock*** has been developed. The ***The Drink Lock*** attaches securely to bottle necks, insuring that the internal contents cannot be accessed by anyone but the drink owner. By doing so, it eliminates potentially dangerous situations resulting from drink tampering. Through its proprietary features, ***The Drink Lock*** will provide priceless peace of mind to its users and will also help to preserve beverage freshness. Furthermore, it will be easy to implement or remove when desired and will be fabricated from durable materials, making it a wise long-term investment.

Mr. Harris and Mr. Jackson now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the beverage accessories industry are currently being targeted as candidates to commercialize ***The Drink Lock*** on a worldwide basis.

In May 2012, Mr. Harris and Mr. Jackson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent ***The Drink Lock*** 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 Drink Lock*** 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).