



Briggs Bicycle Helmet Invention In Search of Licensee

An innovative new product designed to address common safety issues related to cycling, the ***Briggs Bicycle Helmet***, has been developed by William Briggs, Jr. of Philadelphia, Pennsylvania. The invention's unique design provides its users with an effective method of insuring that they are clearly visible to surrounding motorists.

Bicycling is certainly one of the most popular and effective forms of exercise today, particularly for those who might not particularly take to gyms or specialized cardiovascular exercise classes. While certainly offering the benefits of allowing the user to get fresh air and take in a variety of different views throughout their travels on each occasion, cycling also brings along a couple of inherent dangers. Specifically, these include the possibility of being struck by a motor vehicle, which at minimum leads to very serious injury.

In an effort to address this and other related safety hazards, the ***Briggs Bicycle Helmet*** has been developed. Its unique design will make it instrumental in preventing catastrophic accidents on the road. It will also be conveniently rechargeable. Furthermore, the ***Briggs Bicycle Helmet*** will be comfortable and unobtrusive for a cyclist when engaging in the activity of bicycle riding. Its proprietary features will also help provide priceless peace of mind when riding in dimly lit conditions.

The inventor of the ***Briggs Bicycle Helmet*** has also developed a working prototype that he has utilized with considerable success.

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

In May 2012, Mr. Briggs contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Briggs Bicycle Helmet*** 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 ***Briggs Bicycle Helmet*** 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.

