



### ***DD's Safe Ring Invention In Search of Licensee***

An innovative new product intended to solve a common problem related to cell phones, the ***DD's Safe Ring***, has been developed by Ramon Tercero of Los Fresnos, Texas. The invention's unique design enables its users to insure that their cell phones are secure within their grasp at all times.

With the enhanced functionality and considerable information storage and delivery capability they currently boast, cell phones have officially become an indispensable part of every day life. It is common to hear many profess how directionless they feel whenever they forget to bring their phones with them when they leave their homes, or how much they fear them suffering irreparable damage and losing their information. Ironically, one of the most common ways through which something catastrophic like this can occur is through simple act of a phone slipping out of the owner's hand while in use.

With these issues in mind, the ***DD's Safe Ring*** has been developed. The ***DD's Safe Ring*** provides greater protection than a simple cover and other similar devices currently available. It also eliminates the considerable stress and hassle that comes with having a cell phone suffer damage. The ***DD's Safe Ring*** will also provide its users with peace of mind when utilizing their cell phones in virtually any setting, and will save them money by significantly reducing the chances of it slipping out of their hands.

The inventor has also developed a prototype of the ***DD's Safe Ring*** that he has utilized with considerable success. The invention is also now in patent pending status with the United States Patent and Trademark Office.

Mr. Tercero now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the cell phone accessories industry are currently being targeted as candidates to eventually commercialize ***DD's Safe Ring*** on a worldwide basis.

In June 2012, Mr. Tercero contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***DD's Safe Ring*** 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 ***DD's Safe Ring*** 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).

