



Safety Walking Cane Invention In Search of Licensee

An innovative new product designed to serve as a versatile and highly useful accessory to those who utilize canes, the ***Safety Walking Cane***, has been developed by Norberto Garcia of Boston, Massachusetts. The invention's unique design brings unprecedented functionality to a conventional walking cane.

For those who have difficulty walking due to injury or age, a cane is obviously an indispensable tool. The mere fact that the cane is needed implies that the person must move with extra care, and that ideally, they should only traverse areas that have adequate lighting. This can become a challenge for some, especially if they are out by themselves without any other physical assistance.

With this in mind, the ***Safety Walking Cane*** has been developed. The ***Safety Walking Cane*** provides priceless safety and protection to its users. It will be made from durable materials, making it a wise long-term investment. Additionally, the ***Safety Walking Cane*** will be competitively priced, adding to its appeal. It will also enable its users to enjoy peace of mind when out in public with their canes, and will help significantly reduce the chances of potentially catastrophic incidents.

Mr. Garcia now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the physical aids products industry are currently being targeted as candidates to eventually commercialize the ***Safety Walking Cane*** on a worldwide basis.

The ***Safety Walking Cane*** is also in patent pending status with the United States Patent and Trademark Office.

In June 2012, Mr. Garcia contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Safety Walking Cane*** 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 ***Safety Walking Cane*** 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.

