



Brake Tester Lights Invention In Search of Licensee

An innovative new product designed to help vehicle owners perform an important safety check on their automobiles, the ***Brake Tester Lights***, has been developed by Neil Freeman of Vallejo, California. The invention's unique design provides its users with an effective method of insuring that their brake lights are working properly.

The fact that automobiles are one of the most dangerous forms of transportation is well documented. One of the more common reasons for mishaps on the road is simple equipment malfunction on a car, such as when lights are not working properly. Although non-functioning headlights are certainly a common culprit in this category, another set of components that are vital to safe travel are brake lights. Therefore, it is essential that these are checked consistently from time to time to insure they are in working condition, a task that can become somewhat cumbersome due to the fact that it typically takes two people to carry out properly.

With this in mind, the ***Brake Tester Lights*** has been developed. The ***Brake Tester Lights's*** proprietary features eliminate the need for a second person to be present to check the condition of brake lights. It will be simple and quick to set up on virtually any make or model of vehicle. The ***Brake Tester Lights*** also will help prevent potential accidents and traffic violations stemming from malfunctioning brake lights.

The Brake Tester Lights are in patent pending status with the United States Patent and Trademark Office. The inventor has also developed a working prototype that has been utilized with success.

Mr. Freeman now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize the ***Brake Tester Lights*** on a worldwide basis.

In September 2012, Mr. Freeman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Brake Tester Lights*** 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 ***Brake Tester Lights*** 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.

