



### *Sly's Sursafe Invention In Search of Licensee*

An innovative new product that could prove instrumental in saving lives on the roadways, *Sly's Sursafe*, has been developed by Sylvester White of Moore Haven, Florida and Panama City, Florida. The invention's unique design enables one person to conduct a vital security check on their vehicle without the need for someone else to be present.

It is often cited that motor vehicles are the most dangerous form of transportation, and that one's chances of being involved in an accident are significantly greater when traveling by automobile than when doing so by airplane, for example. This is often corroborated by the large number of unfortunate incidents that occur on roadways worldwide each year. A certain number of these accidents always result from malfunctioning signals on a vehicle, a problem that is fortunately easily correctable if there is timely awareness of its existence.

With this in mind, *Sly's Sursafe* has been developed. *Sly's Sursafe* will enable its users to test the operation of their vehicle's brake lights before driving. It will be adaptable to a wide variety of private use and public service vehicles, including those for use in the police and fire departments, as well as the military. Furthermore, through its proprietary features, *Sly's Sursafe* will play an integral role in preventing potentially catastrophic accidents. It will also help reduce incidents of traffic tickets and offenses related to malfunctioning equipment and will be cost effectively priced, adding to its appeal and value.

The invention is also in patent pending status with the United States Patent and Trademark Office.

Mr. White 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 *Sly's Sursafe* on a worldwide basis.

In July 2012, Mr. White contracted Miami, Florida-based product management services leader Innovation Direct™ to represent *Sly's Sursafe* 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 *Sly's Sursafe* 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).

