



High Pressure Water Shield Invention In Search of Licensee

An innovative new product designed to protect property and life from the effects of wildfires, the ***High Pressure Water Shield***, has been developed by Edward Eilers, Jr. of Cullman, Alabama. The invention's unique design enables its users to gain effective and thorough protection against fire.

Wildfires have befallen many homes in recent years, ravaging property indiscriminately and leaving many in a desperate situation. Often, these disasters have even led to loss of human and animal life, making it even more pertinent that homes be protected more effectively. Unfortunately, the ferocity and reach of these fires are such that fire rescue departments are considerably overmatched during the most intense stages.

With these life and death concerns in mind, the ***High Pressure Water Shield*** has been developed. The ***High Pressure Water Shield*** will save the lives of both people and animals, including livestock. The product will be instrumental in saving its users countless amounts of money in property damage. Due to the protection it affords, the ***High Pressure Water Shield*** can also potentially result in considerable homeowner's insurance discounts.

The inventor has also developed a working prototype of the ***High Pressure Water Shield*** that he has utilized with success. The invention is also now in Patent Pending status with the United States Patent and Trademark Office.

Mr. Eilers now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the fire protection products industry are currently being targeted as candidates to eventually commercialize the ***High Pressure Water Shield*** on a worldwide basis.

In August 2012, Mr. Eilers contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***High Pressure Water Shield*** 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 ***High Pressure Water Shield*** 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.

