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Beeper Keeper Invention In Search of Licensee

A simple yet effective new product designed to address a common problem related to vehicle alarm controls, the **Beeper Keeper**, has been developed by Robert Vitale of West Hyannisport, Massachusetts. The product's unique design provides its users with a convenient method of keeping an alarm attached securely to a keychain.

Vehicle alarms are a highly useful tool for those wishing to protect their personal property, especially when they have invested a considerable amount of money into it. However, while they offer a multitude of residual benefits beyond theft deterrence, such as peace of mind and savings on insurance premiums, alarm control boxes possess a few inherent annoyances. One of these is the difficulty in keeping them securely attached to keychains, which is essential in order to be able to insure that the vehicle owner will always have control over the alarm's operation.

To this end, the **Beeper Keeper** has been conceived. The **Beeper Keeper** lends itself well to customization with different color and design options. The product eliminates the frustration and hassle of lost alarm controls. Additionally, the **Beeper Keeper** will be easy to implement and begin using with any keychain. Furthermore, it will be cost effectively priced, adding to its appeal.

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

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

In December 2012, Mr. Vitale contracted product management services leader Innovation Direct™ to represent the **Beeper Keeper** 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 **Beeper Keeper** 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.