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Hughes Child Alert Invention In Search of Licensee

An innovative new product designed to address a common problem related to children’s safety, the ***Hughes Child Alert***, has been developed by Cathy Hughes of Science Hill, Kentucky. The invention’s unique design provides its users with a clear indication that a child is in a vehicle before they exit.

One of the most unfortunate and tragic scenarios involving children that seems to be increasingly prevalent is that of infants and toddlers inadvertently being left behind in vehicles for extended periods. Whether it is the frenetic pace at which today’s world seems to move, or cases of mental fatigue and forgetfulness brought about by lack of sleep, illness, and other factors, the end result is that more children die needlessly each year through incidents of this nature. Therefore, any product that is intended to significantly reduce and eliminate the potential for these types of occurrences will likely be viewed with great interest.

With this in mind, the ***Hughes Child Alert*** has been conceived. The ***Hughes Child Alert*** is easy to implement on any vehicle. The product will be instrumental in preventing tragic occurrences stemming from children being forgotten in vehicles. Additionally, the ***Hughes Child Alert*** will also lend itself well for use with pets. Furthermore, the product will be competitively priced, adding to its appeal.

The ***Hughes Child Alert*** is also in patent pending status with the United States Patent and Trademark Office.

The inventor now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the child safety products industry are currently being targeted as candidates to eventually commercialize the ***Hughes Child Alert*** on a worldwide basis.

In January 2013, Mrs. Hughes contracted product management services leader Innovation Direct™ to represent the ***Hughes Child Alert*** 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 ***Hughes Child Alert*** 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.

