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Complexa Key Ring Invention In Search of Licensee

An innovative new product designed to address a common problem related to keeping track of an essential item, the **Complexa Key Ring**, has been developed by Daniel Prevost of Houma, Louisiana. The invention's unique design enables its users to quickly and effortlessly locate misplaced sets of keys by considerably improving visibility in dim conditions.

As essential as they are to the functioning of so many, keys are still one of the most commonly misplaced personal items. Obviously, this can lead to a considerable disruption of someone's day, especially if the loss of access to their keys means they are temporarily locked out of their home, vehicle, or both. While a concerted search usually yields them, the amount of time and stress involved in resolving the problem can be substantial.

With this in mind, the **Complexa Key Ring** has been conceived. The **Complexa Key Ring** will save considerable time and prevent frustration. The **Complexa Key Ring** is also conveniently rechargeable, adding to its appeal. Furthermore, the product will be made available in a wide variety of colors to suit individual tastes. Additionally, the **Complexa Key Ring** provides peace of mind that keys will never be out of sight for extended periods.

The **Complexa Key Ring** 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 him under a royalty agreement. Potential licensees in the personal accessories industry are currently being targeted as candidates to eventually commercialize the **Complexa Key Ring** on a worldwide basis.

In February 2013, Mr. Prevost contracted product management services leader Innovation Direct™ to represent the **Complexa Key Ring** 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 **Complexa Key Ring** 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.