

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Blinds Alive Invention In Search of Licensee*

An innovative and eye catching new window treatment product, the ***Blinds Alive***, has been developed by Dean Barnes of Fairdale, Kentucky. The invention's unique design brings unprecedented functionality and features to conventional blinds.

The home has long been seen as a canvas for one to express their sense of style and creativity. Interior designers have essentially built and maintained an industry based on consumers' desires to make their living space a reflection of what they like and is important to them. As much attention is paid to the many different options that exist for decorating, window treatments are not typically looked at from this perspective. However, due to their presence in virtually every room of the home, and the various colors and materials they are available in, they appear to hold a certain amount of untapped potential in this area.

With this in mind, the ***Blinds Alive*** has been conceived. The ***Blinds Alive*** will be made available in a wide variety of designs, prints, and colors to suit individual tastes and needs. Additionally, it will lend itself well to displaying and promoting a variety of different visual messages. Furthermore, the ***Blinds Alive*** will be competitively priced, adding to its appeal. It will also work equally well in a commercial or residential setting and will be fabricated from durable materials, making it a wise long-term investment.

Mr. Barnes now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize ***Blinds Alive*** on a worldwide basis.

In March 2013, Mr. Barnes contracted product management services leader Innovation Direct™ to represent ***Blinds Alive*** 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 ***Blinds Alive*** 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).