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Easy Buckle Invention In Search of Licensee

A simple yet functional new product designed to facilitate a common automotive safety measure, the ***Easy Buckle***, has been developed by Thomas Earl Dickinson, Jr. of Port Huron, Michigan. The invention's unique design enables its users to easily and painlessly put on a seat belt.

Seat belt usage has been rightfully pushed and promoted extensively as greater awareness and evidence has built of their ability to prevent serious injuries and traffic-related casualties. However, as obvious as their value is, there is no denying that there is a certain segment of the population that always carries an aversion or experiences difficulties with respect to consistently wearing a seat belt. Some of these individuals fail to follow this safety measure simply because do not like the feeling of being restrained but those which physical limitations and handicaps usually have much more legitimate reasons.

With this in mind, the ***Easy Buckle*** has been conceived. The ***Easy Buckle***'s proprietary features eliminate the need for someone to have to reach far behind them to access a seat belt buckle. Additionally, it provides those with physical limitations and restrictions with a way to avoid discomfort when putting on their seat belt. Furthermore, the ***Easy Buckle*** promotes seat belt usage by greatly facilitating what could be a somewhat painful process for some and it remains comfortably and conveniently out of the user's way when not being directly deployed.

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

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

In March 2013, Mr. Dickinson contracted product management services leader Innovation Direct™ to represent ***Easy Buckle*** 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 ***Easy Buckle*** 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.