



Band On Guns Invention In Search of Licensee

An innovative new product designed to address a life-and-death problem that has never been more prevalent, the ***Band On Guns***, has been developed by Carlton Williams of Tallahassee, Florida. The product's unique design significantly insures that guns have an unprecedented level of traceability.

The issue of gun control, historically a hotly contested, "lightning rod" of controversy, has been catapulted exponentially into the public consciousness worldwide in light of recent widespread and senseless tragedies. With new and unprecedented legislation aimed at restricting gun ownership and gaining more overall control over who owns certain types of weapons being discussed at the highest levels of the federal government, any new product that aims to help in this regard will likely be looked at with considerable interest.

To this end, the ***Band On Guns*** has been conceived. The ***Band On Guns*** proprietary features greatly reduce the chances of guns being utilized to commit violent crimes. The product will be adaptable to any make and model of firearm. Additionally, the ***Band On Guns*** will be instrumental in preventing potentially serious injuries and even deaths. Furthermore, it will be fabricated from durable materials and competitively priced, making it a wise long-term investment. Additionally, it provides priceless assistance to law enforcement in apprehending criminals who utilize firearms.

The ***Band On Guns*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Williams now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the firearms safety products industry are currently being targeted as candidates to eventually commercialize ***Band On Guns*** on a worldwide basis.

In November 2012, Mr. Williams contracted product management services leader Innovation Direct™ to represent the ***Band On Guns*** 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 ***Band On Guns*** 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.