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Brake Light Stick Invention In Search of Licensee

An innovative new product designed to simplify the carrying out of an important automotive maintenance task, the ***Brake Light Stick***, has been developed by James Brown of Denver, Colorado. The invention's unique design helps it to effectively assist its users to complete an important safety-related check on any type of vehicle.

The ***Brake Light Stick*** will play an important role in helping drivers who are alone to test the functionality of their brake lights. The product will be compact and easily storable in a vehicle when not in use. Additionally, the ***Brake Light Stick*** will be fabricated from lightweight yet durable materials. It will also be adjustable for effective use in a variety of different vehicles and will be competitively priced, adding to its appeal.

The ***Brake Light Stick*** is currently in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the ***Brake Light Stick*** 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 the ***Brake Light Stick*** on a worldwide basis.

In July 2013, Mr. Brown contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Brake Light Stick*** 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 World of Concrete 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 ***Brake Light Stick*** 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.