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### *KeypSafe Invention In Search of Licensee*

An innovative new product designed to effectively curtail a potentially deadly action, the **KeypSafe**, has been developed by Steven Ateca of Skokie, Illinois. The invention's unique design helps to deter individuals from operating a motor vehicle under the influence of alcohol or drugs.

The **KeypSafe** will be instrumental in preventing potentially catastrophic and deadly injuries. The product will be easy to implement and use on any car key. Additionally, the **KeypSafe** will be fabricated from durable aluminum or plastic. Furthermore, the **KeypSafe** will be competitively priced, adding to its appeal.

The **KeypSafe** is also the subject of **Utility Patent 8,006,832 B2** in the United States Patent and Trademark Office

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

In September 2013, Mr. Ateca contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **KeypSafe** 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 **KeypSafe** 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).