

INNOVATION DIRECT™

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Safety Band Invention In Search of Licensee

An innovative and highly useful new product that offers the potential to save lives, the ***Safety Band***, has been developed by Bobby Ray Bridges and Rachel Sellers of Carrollton, Georgia. The invention's unique design enables emergency responders and loved ones to track down missing persons in much more efficient fashion.

The ***Safety Band*** will prove essential in a wide variety of life threatening situations. It leverages existing and proven technology to carry out its functions. Additionally, the ***Safety Band*** will be conveniently portable to any location. Furthermore, the ***Safety Band*** will be offered in a variety of color and material based upon user application and will be water and heat resistant. The product also will offer peace of mind and save a great deal of time to parents, caregivers, and even law enforcement personnel with regards to keeping track of the whereabouts of certain individuals.

The ***Safety Band*** is also in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2013, Mr. Bridges and Mrs. Sellers contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Safety Band*** 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 ***Safety Band*** 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.