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### *Wallace Fire Stop Invention In Search of Licensee*

An innovative new product designed to perform a potentially life-saving function for its users, the **Wallace Fire Stop**, has been developed by Mark Wallace of Midland, Texas. The invention’s unique design renders it an effective and valuable weapon against fires of varying intensity.

The **Wallace Fire Stop**’s proprietary features serve to curtail the aggressiveness of a fire quickly and efficiently. The product can effectively combat fires over an extended area. Additionally, the **Wallace Fire Stop** will be fabricated from durable materials, adding to its appeal and value. Furthermore, the **Wallace Fire Stop** will help eliminate the fuel needed for fire to strengthen and will help prevent countless injuries and save lives.

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

In August 2013, Mr. Wallace contracted product management services leader Innovation Direct™ to represent the **Wallace Fire Stop** 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 **Wallace Fire Stop** 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).