

INNOVATION DIRECT™

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Blue Band Invention In Search of Licensee

An innovative and effective new product that leverages today’s technology to insure that its users are constantly connected to a widely used consumer electronics device, the **Blue Band**, has been developed by Chris Ratajczyk of McHenry, Illinois. The invention's unique design enables it to sync with a radar detector to provide users with visual and vibratory alerts that correspond to the detector’s activity.

The **Blue Band**, through its proprietary features, will help prevent costly traffic citations for speeding. The product will be fabricated from lightweight yet flexible and durable material, making it comfortable to wear at all times. Additionally, the **Blue Band** provides the peace of mind that a radar detector’s notifications will never be missed due to noise or lack of visibility. Furthermore, the **Blue Band** will be competitively priced, adding to its appeal.

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

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

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