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Safety Collar Invention In Search of Licensee

An innovative new product designed to effectively address a common concern for pet owners, the **Safety Collar**, has been developed by James Breau of Rumney, New Hampshire. The invention’s unique design insures that pets out on the street in dimly lit conditions are clearly visible to motorists.

The **Safety Collar** will help prevent serious injuries and even deaths of pets. The product provides priceless peace of mind for pet owners. Additionally, the **Safety Collar** will be fabricated from durable materials, making it a wise investment. It is also comfortable and unobtrusive for animal to wear and competitively priced, adding to its appeal.

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

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

In April 2013, Mr. Breau contracted product management services leader Innovation Direct™ to represent the **Safety Collar** 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 the **Safety Collar** 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.