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### *Barkie Invention In Search of Licensee*

An innovative new product designed to enhance conventional residential and commercial security systems, the **Barkie**, has been developed by Joe B. Weston of Memphis, Tennessee. The invention's unique design provides its users with an audible and effective addition to a security alarm.

The **Barkie** will be easy to implement in any home or business setting. Additionally, it provides priceless peace of mind that comes with added security against potential break-ins. Furthermore, the **Barkie** will help reduce the chances of an attempted robbery being completed successfully. Moreover, it enables the home or business owner to be aware of potential danger before it becomes too late. The **Barkie** also saves its users potentially large sums of money that would have to be expended in remediating the consequences of a burglary. As a bonus, the **Barkie** will be competitively priced, adding to its appeal.

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

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

In November 2013, Mr. Weston contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Barkie** 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 **Barkie** 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).