

INNOVATION DIRECT™

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Coleman Safety Lunchbox Invention In Search of Licensee

An innovative new product designed to serve as a diverse item with important safety benefits, the ***Coleman Safety Lunchbox***, has been developed by Melissa Coleman of Spring Valley, New York. The invention's unique design and features render it an eye-catching yet functional accessory for children.

The ***Coleman Safety Lunchbox***'s proprietary features allow it to serve as an effective tracking device for the child who has it in its possession. Additionally, the ***Coleman Safety Lunchbox*** will provide priceless peace of mind and prevent potential tragedies. The product will also offer a host of other features that will keep children entertained. Furthermore, the ***Coleman Safety Lunchbox*** will be fully operational as a conventional lunchbox for storing food. The ***Coleman Safety Lunchbox*** will also be competitively priced and made from durable materials, making it a wise long-term investment and adding to its appeal.

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

The inventor of the ***Coleman Safety Lunchbox*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the children's products industry are currently being targeted as candidates to eventually commercialize the ***Coleman Safety Lunchbox*** on a worldwide basis.

In October 2013, Mrs. Coleman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Coleman Safety Lunchbox*** 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 ***Coleman Safety Lunchbox*** 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.