

# INNOVATION DIRECT™

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## *Keep Safe Invention In Search of Licensee*

An innovative new product designed to provide considerable security to homes and businesses, the **Keep Safe**, has been developed by Gary Brown of Miami, Florida. The invention's unique design enables its users to enjoy significant peace of mind with respect to the protection their property enjoys against break-ins.

The **Keep Safe** will be made available for both doors and windows. The product allows its users to control the locking and unlocking of doors and windows in a virtually effortless manner. Additionally, the **Keep Safe** will be made from highly durable materials, making it a wise long-term investment. Furthermore, it will be competitively priced, adding to its appeal.

The inventor of the **Keep Safe** has developed a working prototype that has been utilized with success. The **Keep Safe** is also in Patent Pending status within the United States Patent and Trademark Office.

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

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