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### *Mail Alert Invention In Search of Licensee*

An innovative new product designed to effectively address a common problem related to the retrieval of the mail, particularly in residential settings, the ***Mail Alert***, has been developed by Perry Dubois of Spartanburg, South Carolina. The invention's unique design allows its users to be made aware of when there is mail waiting to be picked up from their receptacle.

The ***Mail Alert***'s eliminates unnecessary trips to the mailbox for those with physical limitations, such as the handicapped and the elderly. The product will keep people from exposing themselves unnecessarily to inclement weather in order to check if they have received mail. Additionally, the ***Mail Alert*** will help to curtail theft of mail by insuring its users are aware of when their mail has arrived. Furthermore, it will be easy to implement in virtually any model of mailbox and competitively priced, adding to its appeal.

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

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

In October 2013, Mr. DuBois contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Mail Alert*** 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 ***Mail Alert*** 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).